AUGUST 30, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT.

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DETROIT

FIVE IMPORTANT DEALER SURVEYS BOOST W-H-O!

During the past seven months, five important surveys have established and re-established the unequivocal fact that WHO is *the one really preferred merchandising medium in Iowa.*

Each of the five surveys was complete in that it covered practically every important unit in the State. The five categories were:

Grocers and Meat Dealers
Druggists
Feed Dealers
Grain Dealers
Hatchery Men

Of the dealers who responded to these five surveys, 76.6% said that radio helps sell the most goods for them, as against 12.6% for newspapers, 10.2% for farm papers, and 0.6% for billboards!

So—*most* Iowa dealers want you to use radio. But what station? . . . Of the dealers who voted for radio, 54.9% chose Station WHO—8.4% chose Station B—2.8% chose Station C!

(Note how closely this *dealer* preference parallels *consumers'* attitude, as shown in the 1943 Iowa Radio Audience Survey . . . in which Station WHO was voted "Listened-to-most" by 54.3% of the daytime audience, by 57% of the nighttime audience—Station B receiving 9.3% and 8.8%.)

Full details on all these five surveys are yours for the asking. Write us, or Free & Peters.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

BACKGROUND for RESULTS
from

Spot Advertising in WOW-land*

Users of Spot Advertising will easily recognize that the combination of leading network programs *plus* excellent wave-length *plus* adequate power *plus* efficient management inevitably makes WOW the best Spot-Advertising medium in the rich — and getting richer — Omaha trade territory.

Link Your Product With

The Parade of Stars on WOW

It's too late for you to hire Bergen & McCarthy or Fibber & Molly or Dinah Shore but there's still TIME for you to profit from the audiences of such universally popular programs by placing your advertising on WOW. Write us for availabilities for quarter hours or choice spots.

*** Omaha + 333 counties**

WOW

OMAHA, NEBRASKA

John J. Gillin, Jr., President
John Blair & Co., Representative

A REPORT TO BROADCASTERS——

USO-CAMP SHOW TALENT AVAILABLE FOR WAR BOND BROADCASTS

As a result of its participation in the National Entertainment Industry Council, SESAC has secured the cooperation of USO-Camp Shows with the broadcasting industry and the Treasury Department in the Third War Loan Drive. All of the talent in the USO Camp Show units will be made available *without charge* for Special War Bond broadcasts by 400 stations near the Army camps and naval bases. This type of top entertainment will materially aid local stations in creating outstanding live talent programs during the Third War Loan Drive. Details of each unit including itinerary, personnel, and playing dates will be made available to all stations through the SESAC station relations staff and the SESAC Program Service Department.

TREASURY - SESAC CONFERENCE ACCOMPLISHMENTS

The SESAC station relations staff was called to the Treasury Department in Washington last week for consultation on plans for the Third War Loan Drive. As a result of the meeting:

1. The Treasury and the SESAC station relations staff will give broadcasters full details of three commercial War Bond programs. Each of these programs have already been *commercially sponsored* on over 100 stations through SESAC efforts.

2. The Treasury, through O. W. I., will make available to stations *for commercial sponsorship* two fifteen minute transcribed shows, one featuring Joe E. Brown and Dennis Day and the second John Nesbitt and John Charles Thomas.

3. The SESAC stations relations staff will continue its liaison work for the Treasury and will personally visit 300 key stations during the Third War Loan Drive to assist broadcasters with the various details of the huge campaign.

NAB ENDORSES SESAC SALES PLANS

The National Association of Broadcasters is issuing to its member stations a special bulletin concerning the SESAC Proven Sales Plans. The N. A. B. Bulletin describes in detail the sales plans which have been used successfully by every type of station from coast to coast. Also included are sample scripts of the "Local and County News" sales plan, of the "Stamp A Day for the Boy Who's Away" program and of the "Victory Mothers" program as well as complete descriptions of such revenue producing shows as "Army Hour", "Telegram Time", "Victory Bond Auction" and the "Farm Service Program".

SESAC

THE BEST MUSIC IN AMERICA

475 Fifth Ave. New York 17, N. Y.

THE BEST MUSIC IN AMERICA

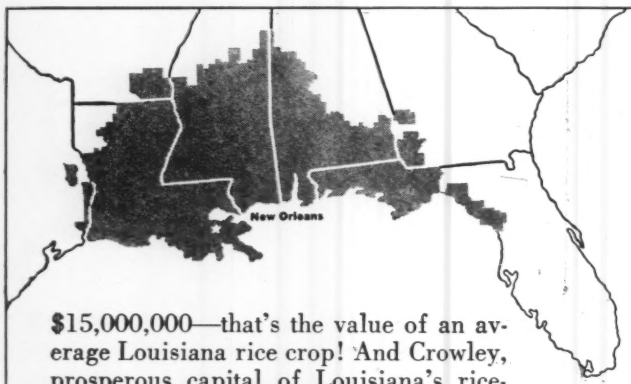
ublished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 874 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

America's Rice Granary

— AROUND CROWLEY, LOUISIANA —

IS IN WWL-LAND

And so are 10,000,000 customers from 5 different states



$15,000,000—that's the value of an average Louisiana rice crop! And Crowley, prosperous capital of Louisiana's riceland, represents still another Deep South market, completely covered by WWL. NOT JUST EVERY RADIO in New Orleans, or Louisiana, but *every radio in the Deep South* can bring home a WWL sales message! For hundreds of miles, no other station is even *half* as powerful!

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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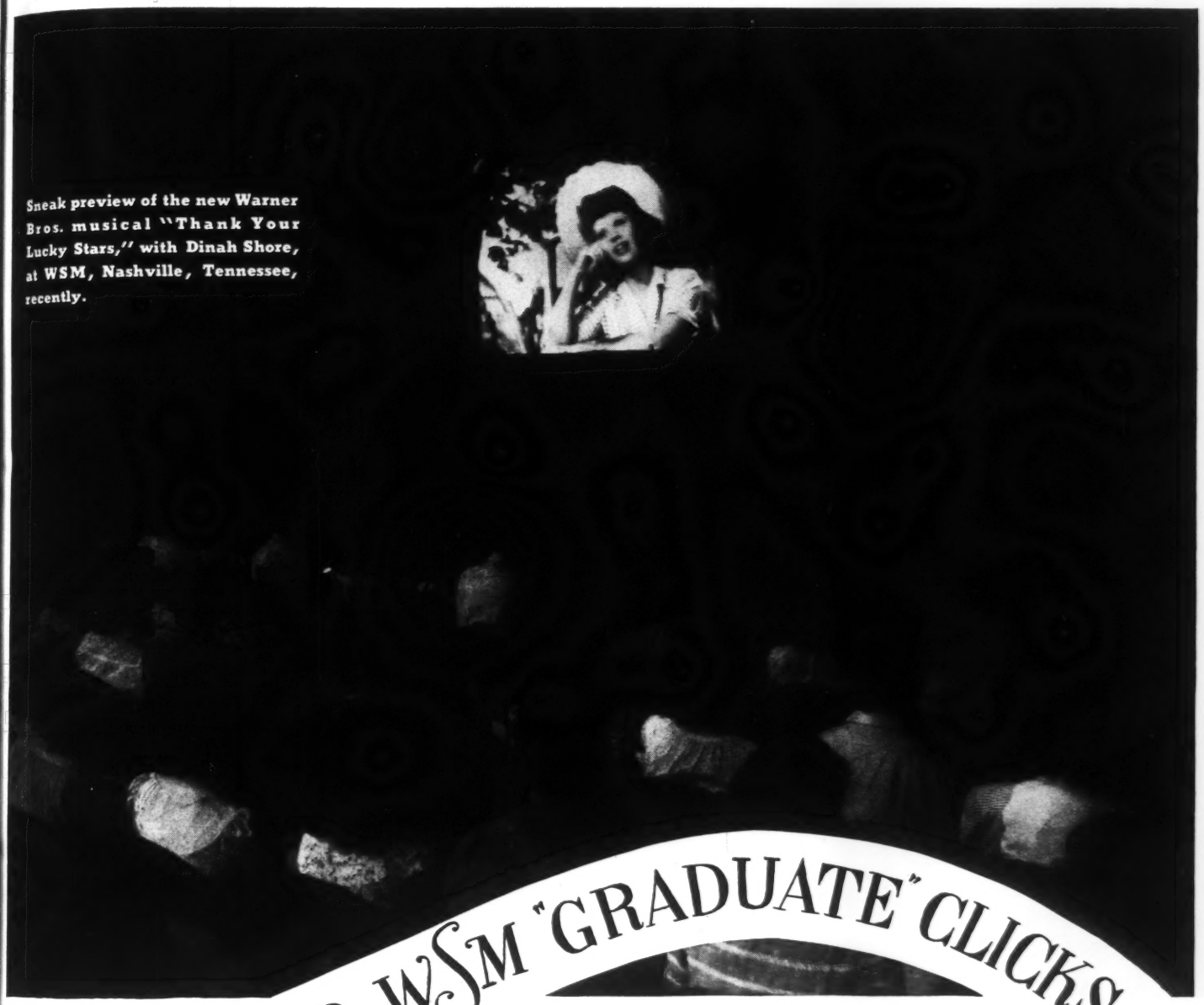
is a MUST!

For Outstate Nebraska - **KFAB**



Sneak preview of the new Warner Bros. musical "Thank Your Lucky Stars," with Dinah Shore, at WSM, Nashville, Tennessee, recently.

ANOTHER WSM "GRADUATE" CLICKS

. . . back to the scene of an early triumph. The sensational young singer made her first professional appearance at WSM several years ago—and it was there that she gained her early experience.

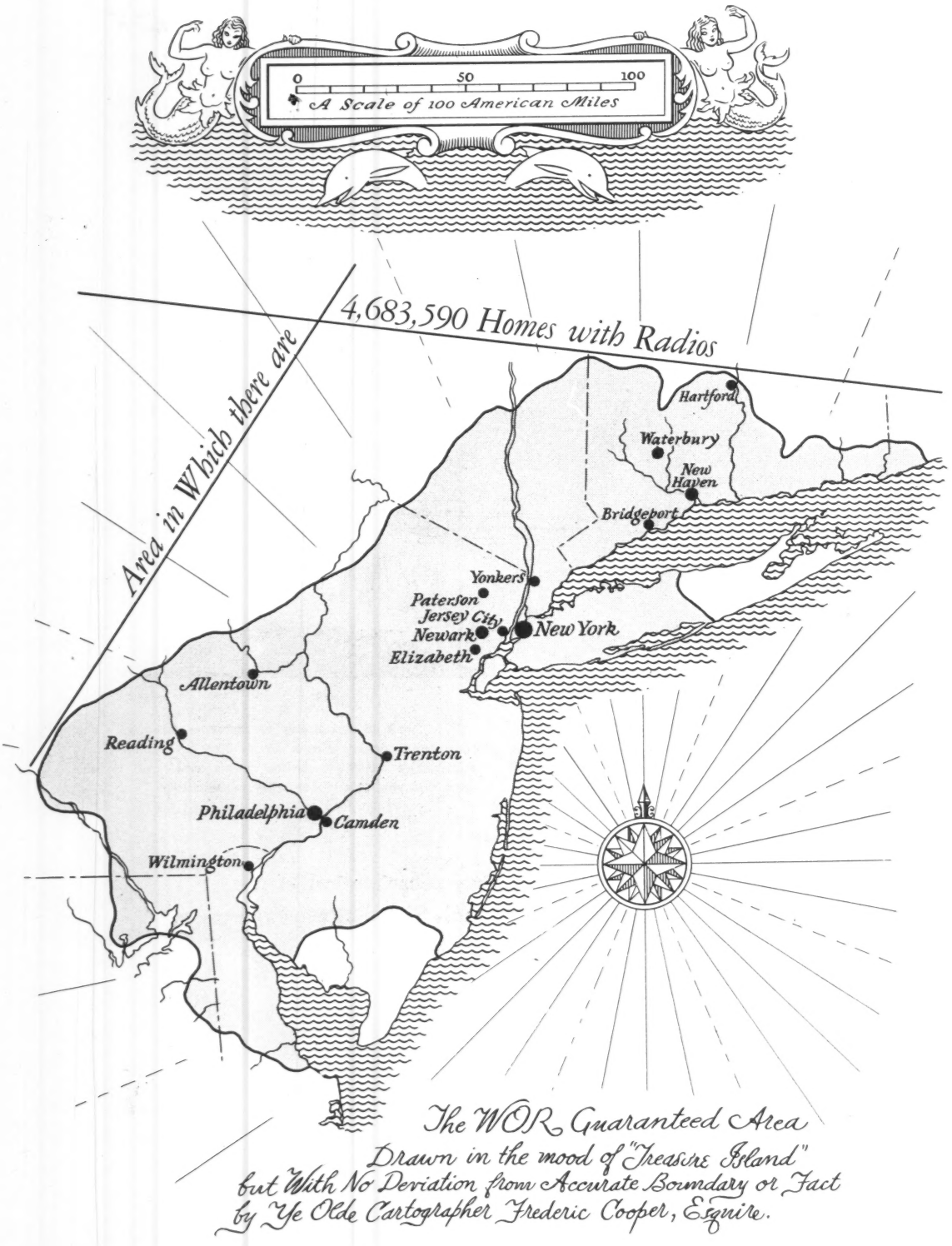
This unusual photograph was made during presentation of the film in WSM's Air Castle Studio where Dinah Shore started her singing career. The producers, together with Harry Stone, WSM's general manager, were hosts to a score or more of the singer's home town friends and WSM staff members who worked with her during her radio debut.

HARRY L. STONE, Gen'l Mgr. • NASHVILLE, TENNESSEE • NBC AFFILIATE

WSM — Air Castle of the South — 50,000 WATTS — CLEAR CHANNEL

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Treasure



The WOR Guaranteed Area
Drawn in the mood of "Treasure Island"
but With No Deviation from Accurate Boundary or Fact
by Ye Olde Cartographer Frederic Cooper, Esquire.

eIsland—*1943 Style*

ILLUSTRATED for you on these pages is a modern Treasure Island; certainly more wealthy and probably more colorful than any of which Stevenson ever dreamed. Here minute after minute, and day after day, WOR's power-full 50,000 watts poke their way pleasantly into the homes of hundreds of thousands of families with radios. And what WOR persuades the people in these homes to do, has a wonderfully encouraging way of making cash change hands, of moving goods across counters, of opening markets for new products, and maintaining goodwill and acceptance for commodities which have gone to war. It's little wonder that WOR can do the things it does, for this is an island of rare treasures. Enticingly concentrated on it are *16 of America's most war-active cities of more than 100,000 people each.* From throbbing Hartford in the north to Wilmington in the south, WOR has produced—is producing—the kind of action that advertisers and their agencies want —*quick*. What WOR is doing for the makers of things to sell in this Treasure Island of today, it can probably do for you. Ten years ago WOR might have considered this a vain statement. But it's made now with one eye on a bright green cabinet which contains more than 100 sponsor-approved success stories. They tell—much more emphatically than anything we might write—how *economically* and *quickly* WOR can make people do the things you would like to have them do. Our telephone number is PE 6-8600.

THAT POWER-FULL STATION AT 1440 BROADWAY, IN NEW YORK

WOR

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

ALFRED V. BAMFORD

ACTING MANAGER, KROW, OAKLAND—SAN FRANCISCO

1928 University of Alabama
1929 New York University (selling insurance to pay his way)
1933 Radio director, Monroe Advertising Agency, Havana, Cuba
1936 Conquest Alliance Co., Inc., New York
1938 Conquest Alliance Co., Inc., Chicago
1939 Salesman, WGRC, Louisville
1940 Salesman, KROW, Oakland-San Francisco
1942 Sales Manager, KROW
1943 General Manager, KROW, in absence of Philip G. Lasky, on leave with the Government

CUBA has contributed a lot to the United States. Among the good things to come from our neighbors to the south is Alfred V. Bamford. He was born in Havana in 1909 and, as you may suspect, spoke fluent Spanish at an early age! But when "Bam" learned English, Cuba lost. Now after ten years in radio, only three of which have been spent on the West Coast, this up-and-coming man has become a leading figure in Pacific radio circles.

While we're talking about speaking English, we'd like to mention another aspect of spot-broadcasting which seems kind of apropos right here. "English" is almost too broad a word to cover all the dozens of dialects that are spoken in various sections of the U. S. And among thousands of people in every section, the accents and inflections from any other section sound "affected", and as annoying as a buzz saw at the base of the cranium. . . . Roll your R's, and you'll sell less goods in the South. *Don't* roll them and you'll sell less goods in the North. You see what we mean!

One more word. When it comes to spot-broadcasting, we believe there's no other outfit in America that speaks the Esperanto of *results* quite so well as this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCBM . . . . . BALTIMORE
WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
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KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE
KFAR . . . . . ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6575 | NEW YORK: 247 Park Ave. Plaza 5-4131 | SAN FRANCISCO: 111 Sutter Sutter 4353 | HOLLYWOOD: 1512 N. Gordon Gladstone 5949 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 25. No. 9 WASHINGTON, D. C., AUGUST 30, 1943 $5.00 A YEAR—15c A COPY

NAB Hires Bob Bartley as War Director

Retains Karl Smith As Legal Aide To Miller

By SOL TAISHOFF

CONSISTENT with plans to bolster the NAB's war activities on the Washington front, Robert T. Bartley, vice president of the Yankee Network and a former official of the FCC, has been retained by NAB President Neville Miller in an executive capacity.

While no formal announcement has been made, BROADCASTING learned authoritatively that Mr. Bartley accepted an offer of the new post, effective next month, and had already resigned from the Yankee Network. It is expected he will become director or coordinator of war activities of the trade association and will be second man in the organization.

Smith Made Counsel

Simultaneously, it was learned that Mr. Miller, pursuant to authority given him by the Board and the Legislative Committee, had retained Karl A. Smith, of the law firm of Hogan & Hartson in Washington, to act as legislative counsel. Mr. Smith, who was an attorney with the old Radio Commission before entering private practice just a decade ago, will assist President Miller in the handling of legislative matters incident to efforts toward writing of a new communications law at the forthcoming session of Congress.

Mr. Bartley, who is 34, is no stranger to Washington. Originally from Texas, he was assistant to Walter M. W. Splawn, special counsel to the House Committee on Interstate and Foreign Commerce in 1932-33 when the Communications Act of 1934 was being written. His uncle, Speaker Sam Rayburn of Texas, was then chairman of the Committee.

Joined Yankee in 1939

Mr. Bartley, upon formation of the FCC in 1934, served as the first and only director of its Telegraph Division. In 1937, when the division system was abolished by the then Chairman Frank R. McNinch, Mr. Bartley left the FCC. Afterward, he became senior securities analyst with the Securities & Exchange Commission in Washington, but left in March, 1939 to join Mr. Shepard as executive secretary of the Yankee Network.

ROBERT T. BARTLEY

Mr. Bartley was elected a vice president of Yankee in August 1942 and has served in that capacity since. He has resigned from the network effective Sept. 25, and will terminate four and a half years with that organization.

Mr. Miller, it was learned, conferred with Mr. Bartley in Boston August 16, and completed arrangements for his association with the NAB. Mr. Miller was away from Washington on a brief vacation last week.

Loucks Unavailable

In retaining Mr. Smith as legislative counsel, Mr. Miller made the arrangement with the Hogan & Hartson law firm. Mr. Smith will continue his legal practice and will be available to the NAB for consultation. A vacancy has existed in the post of NAB counsel since the departure two months ago of Russell P. Place, staff counsel, for government military service.

Both the Bartley and Smith appointments, in separate spheres of activity, were authorized by the NAB Legislative Committee at its meeting in Washington August 17. The matters also had been discussed by the NAB Board at its meeting in Chicago last month.

Efforts had been made also to retain Philip G. Loucks, Washington attorney and former NAB managing director, in a legal consulting capacity. Mr. Loucks, however, advised the Legislative Committee and Mr. Miller at the August 17 session that he would be unable at this time to consider such a retainer because of previous commitments and the manpower situation in his firm. His partner, Arthur W. Scharfeld, recently reported for active duty as a captain in AMGOT.

The decision to bolster the NAB was reached by the Board because of the emphasis on new legislation and the necessity for postwar planning. Since the Supreme Court decision in the network cases on May 10, delegating to the FCC control over the "composition of the traffic" as well as other broad powers, the industry has gone all out in favor of remedial legislation at this session. The NAB is expected to carry the ball at hearings tentatively scheduled before the Senate

Mutual to Launch Rebroadcast Plan

Will Air Night Shows 3-5 p.m. Time Free For Experiment

By DORIS HILLMAN

HOW WILL nighttime radio be affected if advertisers with current evening network shows repeat recorded versions of those programs in the daytime hours? What will the sponsor gain from such a policy, definitely a departure from standard commercial practices? Will the long-established audience for the daytime soap operas, made up of thousands of housewife listeners, be harmfully affected by such a move?

These and other questions which have arisen in the minds of advertisers and their agencies ever since the idea was first proposd a year or so ago, Mutual is prepared to answer, according to Allen J. De Castro, MBS executive, who told BROADCASTING last week that, starting the day after the last World's series broadcast in October, Mutual is setting aside 3-5 p.m. Monday through Friday for advertisers interested in experimenting with the idea.

Experiments Cited

To combat the possible objection that a program's nighttime audience will suffer if the same show is rebroadcast during the daytime hours, Mr. De Castro pointed to the experiment made by General Foods Corp., New York, from March to July of 1942, when the company recorded its NBC evening half-hour program *The Aldrich Family*, and presented it in 11 test cities—Philadelphia, Boston, Cleveland, Peoria, Des Moines, Topeka, South Bend, Richmond, Oklahoma City, Dallas and Seattle. The network program's high Hooper rating during that five-month period was not affected in the least, and the only reason G-F discontinued the experiment was the ban on recorded music by the American Federation of Musicians, Mr. De Castro stated.

The potential daytime audience for these recorded evening shows is tremendous, he added, remarking that "any possible loss of nighttime rating for a show will be dwarfed by the new listeners the program will be able to reach." Swing-shift war workers, numbering between four and five million persons, who are unable to hear the live shows in the evening hours, are most likely to be at home and awake during the late afternoon hours from 3-5. Also, the Mutual executive said, what's to keep people from listening to a radio show a second time in the same way one goes again to a particularly good motion picture?

Some advertisers have expressed the fear that this daytime plan of Mutual's, when it goes into ef-

(*Continued on page 65*)

Interstate Commerce Committee on the White-Wheeler Bill as well as in the House where a parallel measure has been introduced by Rep. Holmes (R-Mass.).

Also figuring in the legislative picture is the outcome of the Cox Select Committee inquiry into the FCC. The Committee expects to submit an interim report with the convening of Congress Sept. 14. Legislative recommendations are contemplated at that time, to curb the FCC's operations, probably accompanied by an interim bill to transfer the Commission's Radio Intelligence Division and Federal Broadcast Intelligence Service from the FCC to the military.

Mr. Bartley was born in Ladonia, Tex., on May 20, 1909. He attended business college at Southern Methodist U., Dallas. He was married in 1936 to Ruth Adams of Washington. They have two children, Robert Jr. (Buck), 5, and Jane, 2.

When Mr. Splawn was appointed a member of the ICC, on which he now serves, in 1934, Mr. Bartley joined him as his assistant. With the formation of the FCC six months later, Mr. Bartley transferred there as a director of the Telegraph Division.

Interested in FM, largely by virtue of Mr. Shepard's pioneering activities in that field, Mr. Bartley was made secretary-treasurer of FM Broadcasters Inc. upon its formation in 1939. He also became secretary-treasurer of American Network Inc., an organization formed with a view to creation of an FM network as soon as necessary outlets became available. Mr. Bartley has resigned both posts, along with his Yankee Network position, to accept the NAB assignment.

Ben Ludy Elevated

APPOINTMENT of Ben Ludy, general manager of WIBW Topeka, as general manager of both Capper stations, WIBW and KCKN Kansas City, Kan., was announced last week by Capper Publications Inc. Mr. Ludy has headed WIBW since 1938. Mr. Ludy said there will be no change in the policies of either station. Ellis Atteberry will continue as Kansas City manager of KCKN. The appointment was effective Aug. 23.

Mr. Ludy

Brophy Resigns OWI Post

RESIGNATION of Murry Brophy, chief of the Bureau of Communication Facilities of the OWI Overseas Branch, on account of illness was announced last week. James O. Weldon, chief radio engineer for the Bureau, has been appointed his successor. Mr. Brophy, a former CBS West Coast official, became ill several months and resigned in the interest of the agency. Mr. Weldon has been with OWI about a year and was formerly a consultant on transmitter construction in Texas and Mexico.

WITH the knowledge and consent of the lampoonee, wereproduce herewith a strip featuring E. Palmer (Ep) Hoyt, editor and publisher of the *Portland Oregonian*, which operates KGW-KEX, who last June took over as director of OWI's domestic branch, just as it was being buffeted about by Congress. He succeeded Gardner (Mike) Cowles Jr., who returned to Des Moines to resume the comparative complacency of running the *Register-Tribune*, Iowa Broadcasting Co. and *Look*. Inspiration for the drawings was a belated but sparkling introductory reception last week. The artist is Washington's brilliant young John D. Irwin, of the Advertisers Art Studio. Gags are anonymous.

CIO Again Protests NAB Code In Petition on Blue Hearing

USING THE scheduled hearing on the transfer of the BLUE Network from RCA to Edward J. Noble's American Broadcasting System Inc. as the vehicle, CIO last Friday petitioned the FCC to consider the right of labor unions to buy time or receive free time on networks and stations to promote their causes.

Lee Pressman, CIO general counsel, filed with the Commission a formal petition to intervene in the Sept. 10 hearings on the projected transfer of the three owned stations of the BLUE Network to the Noble corporation. It was the first intervening petition filed and, so far as is known, the only parties to the hearings will be RCA as the seller, the BLUE Network Co., as the present licensee of WJZ, WENR and KGO, and Mr. Noble as the purchaser.

The CIO petition, it is expected, will be considered by the FCC at its meeting tomorrow (Aug., 31). If it is found that the organization has a proper legal or relevant interest, it is presumed the union will be authorized to participate.

NAB President Miller, in a prompt answer, said American labor is entitled to and has the same access to radio as any other individual or group. He said labor was given more than 100 broadcasts on the networks in 1942 and this was heartily commended by William Green, AFL President, and Philip Murray, CIO President. He also recalled that the National Council on Freedom from Censorship last June concluded that labor has an ample opportunity for use of broadcasting facilities in this country, and that Roger Baldwin, President of American Civil Liberties Union, concurred with the observation that "no changes are recommended" in the NAB code. Mr. Miller observed that a public hearing would not only reveal radio's cooperation with labor throughout the United States but might also provide the education apparently most needed by the CIO.

Attacks Membership Ban

The BLUE hearing, the Pressman petition states, affords an "opportunity to present certain problems of organized labor in relation to radio broadcasting both to the FCC and to the radio broadcasting industry". To achieve its greatest benefits, the petition said, organized labor "must use this medium, and the radio industry in performing its role in the public interest must serve organized labor which forms so large a part of its listening audience."

A sharp attack upon the NAB code of ethics, barring sale of time for controversial issues, is made in the petition. It is contended that the code bars labor from soliciting memberships on the air and that labor may not buy time on the networks or on a large number of individual stations. The petition brought out that the NAB code provides that time may not be sold for programs involving controversial issues, but sustaining time may be allotted for this purpose.

Individual stations, the petition added, have for practical purposes uniformly held that labor programs are controversial. Last spring, it was pointed out, the code was further amended to provide that solicitations of membership in organizations are deemed to be unacceptable under the basic theory of the code, and therefore time should be neither sold nor given for this purpose. The major activity of labor organizations, Mr. Pressman held, is to extend their membership and the "benefits achieved by them to workers as yet unorganized". To the extent that stations and networks abide by this provision, labor organizations are "seriously crippled in one of their major activities".

Mr. Pressman argued that the effects of the code in restricting labor's use of the air points to "a serious defect in the control and operation of broadcast stations and networks". Operation of stations and networks in the public interest requires that the FCC and station managements recognize four specific factors, Mr. Pressman said. He enumerated these as follows:

(1) That a larger proportion of free time should be made available to labor organizations in the form of organized weekly recurring sustaining programs.

(2) That labor organizations should suffer no blanket restriction on their purchase of time on stations or on the networks.

(3) That labor organizations should suffer no blanket restrictions on their solicitation of memberships or use of broadcasting programs in an organizing campaign.

(4) That machinery should be promptly established for the relief necessary when labor organizations are not permitted to either buy or to receive free time to put their programs on the air.

Noble Says BLUE Plans Will Await FCC Action

EDWARD J. NOBLE, who will become owner of the BLUE Network if the transfer of licenses of the network's three owned and operated stations to him is approved by the FCC, has not as yet given any consideration to selection of a board chairman for the network company, he told BROADCASTING last week. In response to a specific query about reports that Chester LaRoche, head of the War Advertising Council and formerly chairman of the board of Young & Rubicam, would become chairman of the board of American Broadcasting System, company formed by Mr. Noble to purchase the BLUE network, Mr. Noble said.

"I haven't even begun to give any consideration to the administrative aspects of the BLUE network and I don't intend to until such time as my acquisition of the BLUE has been confirmed."

Metropolitan Area Population Increased 2.5% Since April, 1940

237 Counties and Independent Cities Counted In 42-Month Period to March 1, 1943

LATEST population figures for 237 counties and independent cities of the nation were released last week by the Bureau of the Census and are subjoined in a table prepared by the Census Bureau showing preliminary estimates of the civilian populations of each area, listed under the names of the central cities, for March 1, 1943, with figures for April 1, 1940, for comparison.

The civilian metropolitan population of the United States has increased about 1,690,000, or 2.5%, between April 1, 1940 and March 1, 1943, a period of three years and eight months, according to the estimate by J. C. Capt, director of the Census Bureau.

The 237 counties and independent cities including the District of Columbia, reported on, contain most of the nation's metropolitan population. Extensive migration of civilians to these centers in connection with the prosecution of the war, says the Census Bureau bulletin, more than offset a considerable loss of men to the armed forces. Following is the Bureau's analysis of the population shifts:

"Of the 137 areas (94 of which are single counties and 43 of which are combinations of counties or of counties and independent cities), 83 showed a gain in civilian population and 54 showed a loss. The combined increase for the 83 areas was about 2,970,000. The combined decrease for the remaining 54 was about 1,280,000.

"The proportional change for individual areas varied from a gain of 53.4 percent in the Mobile metropolitan county, to a loss of 28.9 percent in the Sioux City metropolitan county. The numerical change varied from a gain of about 262,000 in the Washington, D. C. metropolitan counties to a loss of about 436,000 in the New York-Northeastern New Jersey metropolitan counties.

"The estimates of civilian population for March 1, 1943, are based on registrations for War Ration Book Two during the initial registration period, February 22 to 27. The registration figures have been adjusted to add to an independent estimate of the population qualified to register in the United States as a whole. (This independent estimate is based on the 1940 census, the estimated number of births and deaths between April 1, 1940, and March 1, 1943, net foreign migration for the same period, and the estimated number of persons in institutions, and in the armed forces on March 1, 1943.)

"The adjustment has the effect of slightly reducing each registration figure. For each area, an estimate of the population in institutions was added to the adjusted number of registrations, to give an estimate of the total civilian population.

"In order to take account of persons who registered after the close of the initial registration period, the present estimates will be revised on the basis of new figures including delayed registrations for the month of March. The new estimates will not be uniformly larger than the preliminary, however, since it will be necessary to adjust a somewhat larger number of registrations to the same independent United States total.

"The revised estimates for areas in which there were few late registrations will therefore be somewhat smaller than the preliminary figures, while the estimates for areas having a relatively large number of late registrations will be increased.

"The metropolitan districts of the 1940 census are composed of the densely populated minor civil divisions in and around cities of 50,000 or more inhabitants. Their boundaries do not coincide with those of either the city or the county. Because registration data were compiled by counties, however, it was not possible to secure figures for metropolitan districts.

"Instead, those counties which had at least half their population in a metropolitan district in 1940 were designated as metropolitan counties. This definition gives the closest approximation to the metropolitan district that was possible under the circumstances.[1]

"Estimates are not presented separately for all metropolitan counties because of the probability that, in large metropolitan areas which contain two or more counties, many persons living in one county might register in another, and thus to some extent invalidate the estimate for any one county."

The accompanying table presents preliminary estimates of the civilian population of metropolitan counties, listed under the names of the central cities. The change between April 1, 1940, and March 1, 1943, is given both as a number and as a percent. Figures are shown to the last digit, as computed (instead of being rounded), not because they are assumed to be accurate to the last unit but for convenience in summation.

[1] Metropolitan districts for which there was no county meeting the stated requirements included Greensboro, Lowell-Lawrence-Haverhill, and Waterbury. Essex and Middlesex Counties, Massachusetts, parts of which are in the Lowell-Lawrence-Haverhill metropolitan district, are included with the Boston metropolitan counties. New Haven County, Connecticut, part of which is in the Waterbury metropolitan district, is presented as the metropolitan county for the New Haven metropolitan district.

(Percent not shown where less than 0.1)

Metropolitan counties	Estimated civilian population, March 1, 1943	Estimated civilian population, April 1, 1940	Estimated change between April 1, 1940, and March 1, 1943		Total population, April 1, 1940
			Number	Percent	
Total (137 areas)	**68,467,329**	**66,775,729**	**+1,691,600**	**+2.5**	**66,976,482**
Akron Met. Co. (Summit Co., Ohio)	361,598	339,405	+22,193	+6.5	339,405
Albany-Schenectady-Troy Met. Cos. (Albany, Rensselaer, and Schenectady Cos., N. Y.)	441,043	465,500	−24,457	−5.3	465,643
Allentown-Bethlehem-Easton Met. Cos. (Lehigh and Northampton Cos., Pa.)	345,012	346,492	−1,480	−0.4	346,492
Altoona Met. Co. (Blair Co., Pa.)	129,566	140,358	−10,792	−7.7	140,358
Amarillo Met. Co. (Potter Co., Tex.)	57,643	54,265	+3,378	+6.2	54,265
Asheville Met. Co. (Buncombe Co., N. C.)	98,208	108,755	−10,547	−9.7	108,755
Atlanta Met. Cos. (De Kalb and Fulton Cos., Ga.)	523,666	477,261	+46,405	+9.7	479,828
Atlantic City Met. Co. (Atlantic Co., N. J.)	106,505	124,037	−17,532	−14.1	124,066
Augusta Met. Co. (Richmond Co., Ga.)	87,856	81,337	+6,519	+8.0	81,863
Austin Met. Co. (Travis Co., Tex.)	112,059	111,053	+1,006	+0.9	111,053
Baltimore Met. Cos. (Baltimore city, Anne Arundel and Baltimore Cos., Md.)	1,193,089	1,073,221	+119,868	+11.2	1,083,300
Beaumont-Port Arthur Met. Co. (Jefferson Co., Tex.)	174,040	145,296	+28,744	+19.8	145,329
Binghamton Met. Co. (Broome Co., N. Y.)	162,083	165,749	−3,666	−2.2	165,749
Birmingham Met. Co. (Jefferson Co., Ala.)	485,724	459,930	+25,794	+5.6	459,930
Boston Met. Cos. (Essex, Middlesex, Norfolk, Plymouth, and Suffolk Cos., Mass.)	2,715,851	2,821,477	−105,626	−3.7	2,824,955
Bridgeport Met. Co. (Fairfield Co., Conn.)	434,612	418,384	+16,228	+3.9	418,384
Buffalo-Niagara Met. Cos. (Erie and Niagara Cos., N. Y.)	965,608	957,677	+7,931	+0.8	958,487
Canton Met. Co. (Stark Co., Ohio)	242,474	234,887	+7,587	+3.2	234,887
Cedar Rapids Met. Co. (Linn Co., Iowa)	87,417	89,142	−1,725	−1.9	89,142
Charleston, S. C. Met. Co. (Charleston Co., S. C.)	148,482	117,694	+30,788	+26.2	121,105
Charleston, W. Va. Met. Co. (Kanawha Co., W. Va.)	210,823	195,368	+15,455	+7.9	195,619
Charlotte Met. Co. (Mecklenburg Co., N. C.)	146,694	151,826	−5,132	−3.4	151,826
Chattanooga Met. Cos. (Hamilton Co., Tenn.; Walker Co., Ga.)	218,272	211,334	+6,938	+3.3	211,502
Chicago Met. Cos. (Cook, Du Page, and Lake Cos., Ill.; Lake Co., Ind.)	4,542,579	4,574,692	−32,113	−0.7	4,581,111
Cincinnati Met. Cos. (Hamilton Co., Ohio; Dearborn Co., Ind.; Campbell and Kenton Cos., Ky.)	852,473	808,156	+44,317	+5.5	810,097
Cleveland Met. Co. (Cuyahoga Co., Ohio)	1,189,088	1,216,859	−27,771	−2.3	1,217,250
Columbia Met. Co. (Richland Co., S. C.)	120,432	104,839	+15,593	+14.9	104,843
Columbus, Ga. Met. Cos. (Muscogee Co., Ga.; Russell Co., Ala.)	140,077	111,269	+28,808	+25.9	111,269
Columbus, Ohio Met. Co. (Franklin Co., Ohio)	414,996	387,644	+27,352	+7.1	388,712
Corpus Christi Met. Co. (Nueces Co., Tex.)	121,901	92,644	+29,257	+31.6	92,661
Dallas Met. Co. (Dallas Co., Tex.)	443,368	398,471	+44,897	+11.3	398,564
Davenport (Iowa)-Rock Island-Moline (Ill.) Met. Cos. (Scott Co., Iowa; Rock Island Co., Ill.)	201,722	197,673	+4,049	+2.0	198,071
Dayton Met. Co. (Montgomery Co., Ohio)	343,148	295,480	+47,668	+16.1	295,480
Decatur Met. Co. (Macon Co., Ill.)	84,697	84,693	+4		84,693
Denver Met. Cos. (Arapahoe, Denver, and Jefferson Cos., Colo.)	404,820	381,267	+23,553	+6.2	385,287
Des Moines Met. Co. (Polk Co., Iowa)	191,528	194,575	−3,047	−1.6	195,835
Detroit Met. Cos. (Macomb, Oakland, and Wayne Cos., Mich.)	2,554,301	2,373,823	+180,478	+7.6	2,377,329
Duluth (Minn.)-Superior (Wis.) Met. Cos. (St. Louis Co., Minn.; Douglas Co., Wis.)	228,553	253,986	−25,433	−10.0	254,036
Durham Met. Co. (Durham Co., N. C.)	84,508	80,244	+4,264	+5.3	80,244
El Paso Met. Co. (El Paso Co., Tex.)	135,885	125,868	+10,017	+8.0	131,067
Erie (Erie Co., Pa.)	186,785	180,813	+5,972	+3.3	180,889
Evansville Met. Cos. (Vanderburgh Co., Ind.; Henderson Co., Ky.)	170,702	157,766	+12,936	+8.2	157,803
Fall River-New Bedford Met. Co. (Bristol Co., Mass.)	356,614	364,604	−7,990	−2.2	364,637
Flint Met. Co. (Genesee Co., Mich.)	225,001	227,944	−2,943	−1.3	227,944
Fort Wayne Met. Co. (Allen Co., Ind.)	157,239	155,084	+2,155	+1.4	155,084
Fort Worth Met. Co. (Tarrant Co., Tex.)	255,821	225,521	+30,300	+13.4	225,521
Fresno Met. Co. (Fresno Co., Calif.)	167,369	178,565	−11,196	−6.3	178,565
Galveston Met. Co. (Galveston Co., Tex.)	98,336	79,798	+18,538	+23.2	81,173
Grand Rapids Met. Co. (Kent Co., Mich.)	231,755	246,338	−14,583	−5.9	246,338
Hamilton-Middletown Met. Co. (Butler Co., Ohio)	124,230	120,249	+3,981	+3.3	120,249
Harrisburg Met. Co. (Dauphin Co., Pa.)	170,691	176,952	−6,261	−3.5	177,410
Hartford-New Britain Met. Cos. (Hartford and Middlesex Cos., Conn.)	531,810	506,188	+25,622	+5.1	506,188
Houston Met. Co. (Harris Co., Tex.)	587,130	528,961	+58,169	+11.0	528,961
Huntington (W. Va.)-Ashland (Ky.) Met. Cos. (Cabell Co., W. Va.; Boyd Co., Ky.; Lawrence Co., Ohio)	177,420	190,102	−12,682	−6.7	190,102

(Balance of table on page 64)

Garey Says "Gestapo" Charges Justified

New York Phase Of Cox Inquiry Concluded

By BRUCE ROBERTSON

ACCUSATIONS made by the House Select Committee investigating the FCC "that the Commission had set up a Gestapo which under the guise of lawful and proper investigation was violating the constitutional rights of individuals" has been amply justified and supported by the evidence adduced in New York during the past month, Eugene L. Garey, general counsel of the Committee, declared last Friday as the New York proceedings adjourned.

In his closing statement, Mr. Garey said the testimony developed "a shameful picture" that adds "a sordid and black page to our American history". He previously had alluded to the story of Lido Belli, which he had branded as a "shameful" case.

"Deplorable and heart-sickening as these activities of the Commission and its allies in the illegal seizure and usurpation of power and governmental functions have been discovered to be", Mr. Garey said, "they represent but a small phase of this Committee's work. The results of the investigation into other phases of the Commission's activities will be made public at subsequent hearings to be held in Washington.

"We know now that it can happen here because it has happened here. We have had related to us stories depicting a series of consistent acts reflecting unlawful conduct by the FCC and OWI. Constitutional rights accorded to every American have been flagrantly violated by a Gestapo, drunk with unlawful power and running amuck.

"The letters which I have read into the record today indicate that the Committee's labors are bearing some fruit and that the Commission is evidencing an intention to sin no more, in certain respects, at least. I cannot refrain from expressing the hope that the reformation, belated though it is, is permanent."

Mr. Garey also presented to the Committee, represented by its Chairman, Rep. E. E. Cox (D-Ga.), further evidence in support of its charges that Office of War Information executives had taken an unauthorized and excessive interest in the personnel of foreign language stations, despite the fact that the Office of Censorship is the only government agency empowered to rule any individual off the air.

One of the witnesses, an alien and a former member of the Fascist party, testified he had been employed at a broadcasting station at the "suggestion" of OWI officials, taking over the duties of a man who had been ousted at the suggestions of these same officials. Commenting on the apparent fondness of the OWI for putting noncitizens on the air, Mr. Garey said that the OWI itself currently has more than 400 aliens on its payroll, citing the Congressional Record as authority for that statement.

Congress Action Sought

With the completion of this phase of the Committee's investigation, hearings will be resumed in Washington Monday on FCC draft deferments with Rep. Louis E. Miller (R-Mo.) presiding. These will consume two or three days. Then the Committee proposes to draft its interim report, along with legislative recommendations to the House, to be presented with the reconvening of Congress Sept. 14. It is regarded as a foregone conclusion that the Committee will ask Congress to transfer the so-called war activities of the FCC, covering operations of the Radio Intelligence Division and Federal Broadcast Intelligence Service to the military. Such a transfer had been recommended to President Roosevelt by the joint chiefs of staff in a proposed executive order drafted last February but which never has been executed. This disclosure proved the highlight of the proceedings, which opened July 2.

First day's hearings were devoted to the testimony of Mr. Belli and to material on him in the FCC files, which combined to show that the OWI's unproved charges against him had been sufficient to prevent him from conducting his business as a time broker for some nine months, resulting in loss to him of more than $90,000. On the following day, Renzo Nissim, hired Mr. Belli to operate his business on the recommendation of the OWI told of his failure to find any support for the accusations that Mr. Belli was a Fascist and of his efforts to restore to Mr. Belli the conduct of his own business.

War Spirit Admitted

Another development of the week was the testimony of Duccio Tabet, an alien and an ex-member of the Fascist party employed as censor and translator at WOV, who admitted himself so imbued with the war spirit that he would not even allow a Christmas religious program to refer to the Christian doctrine of forgiveness for fear that some listener might think he should forgive the Nazis and Fascists.

Mr. Garey entered into the record the testimony of a number of foreign language announcers, censors, monitors and other station employes, taken privately and sworn to by them, to save the time of putting them all on the stand, so that the hearings on this phase of the committee's investigation could be concluded. He also put Ralph Weil, manager of WOV, and William I. Moore, assistant manager of WBNX, briefly on the stand to complete the testimony on matters previously developed.

Another story of alleged illegal interference by Lee Falk, chief of the foreign language section of the OWI's radio division, in the personnel of domestic foreign language broadcasting stations was disclosed in the opening sessions of the hearings on Tuesday. Testimony by Lido Belli, Italian language producer and time broker, and documentary evidence from the FCC files, purported that Mr. Belli was deprived of his right to engage in broadcasting activities for nine months, costing him some $90,000, and regained his right to control his business only after he had agreed to discharge his former employes and to hire persons proposed by Mr. Falk and Alan Cranston, Falk's superior at OWI.

Born in Italy in 1904, Relli Rizeri came to this country in 1926, taking the professional name of Lido Belli when he entered radio as an announcer in 1931. In 1933 he started Lido Belli Radio Productions Inc., buying about five hours a day on WBNX New York and retailing it for commercial programs and announcements broadcast in Italian.

Dec. 9, 1941, two days after Pearl Harbor, he was picked up by government agents and detained two weeks at Ellis Island, after which he was released on temporary parole to W. C. Alcorn, general manager of WBNX. A month later the reviewing section, Alien Enemy Control Unit, Dept. of Justice, reported that it had found "no evidence to indicate any Fascist sympathy on the part of the alien or any anti-American tendencies," and on Jan. 30, 1942, Mr. Belli's parole was made permanent.

Six months later, according to the FCC file on Mr. Belli, Lee Falk sent a memorandum to the Alien Enemy Control Unit, "pointing to the dangerous nature of Lido Belli's activities. It was based mainly on the analysis made by the Foreign Broadcast Intelligence Service [of the FCC] and the testimony of Dr. Brunori." Summoned before Edward J. Ennis, director, AECU, Mr. Belli on Aug. 27, 1942, agreed to "temporarily cease all radio broadcasting activity. This includes the preparation or control of any material used in radio broadcasting or the engaging by me [Belli] in any way of any activity relating to radio broadcasting."

OWI Renewed Charges

Until he was finally released from this prohibition in May of this year, Mr. Belli testified, his secretary and Mr. Alcorn handled his financial affairs for him. Mr. Garey read into the record memoranda from E. K. Jett, chief engineer of the Commission, to FCC Chairman James Lawrence Fly, transmitting monitoring reports of Italian language programs on WBNX, totaling at that time about 132 hours a month.

Analyses of the Sunday afternoon *Italian Varieties*, made in March, revealed that the news all came from United Nations sources and that "the program seems harmless." In May, however, after Mr. Falk had written to Nathan David, FCC assistant general attorney, that "quick action is necessary" on Mr. Belli, Mr. Jett reported that a study of the newscasts on the *Morning Parade*, a weekday WBNX program with 20 participating sponsors, indicated that the announcer wanted "the public to believe that the Axis powers may not fare so badly." All but three of the 18 broadcasts studied concluded with an "ominous note for the Allies," the report stated. Both of these programs were announced by Mr. Belli and his assistant Hugo Neri, the report said, adding that Gaetano Salvemini, professor of Italian history at Harvard, had charged Mr. Neri with Fascist tendencies.

O-C Interested in Case

Dr. Nicola Brunori, on whose testimony against Mr. Belli Mr. Falk had relied in his own charges to the AECU, was described by Mr. Belli as a doctor who had come to him with an idea for a nutrition program, for which Mr. Belli gave him a daily quarter-hour of the time Mr. Belli purchased from the station. Stating that he had almost daily arguments with Dr. Brunori about the latter's habit of running several minutes over his allotted

(*Continued on page 56*)

WORD OF PRAISE
For Broadcasting's Coverage of Cox Investigation

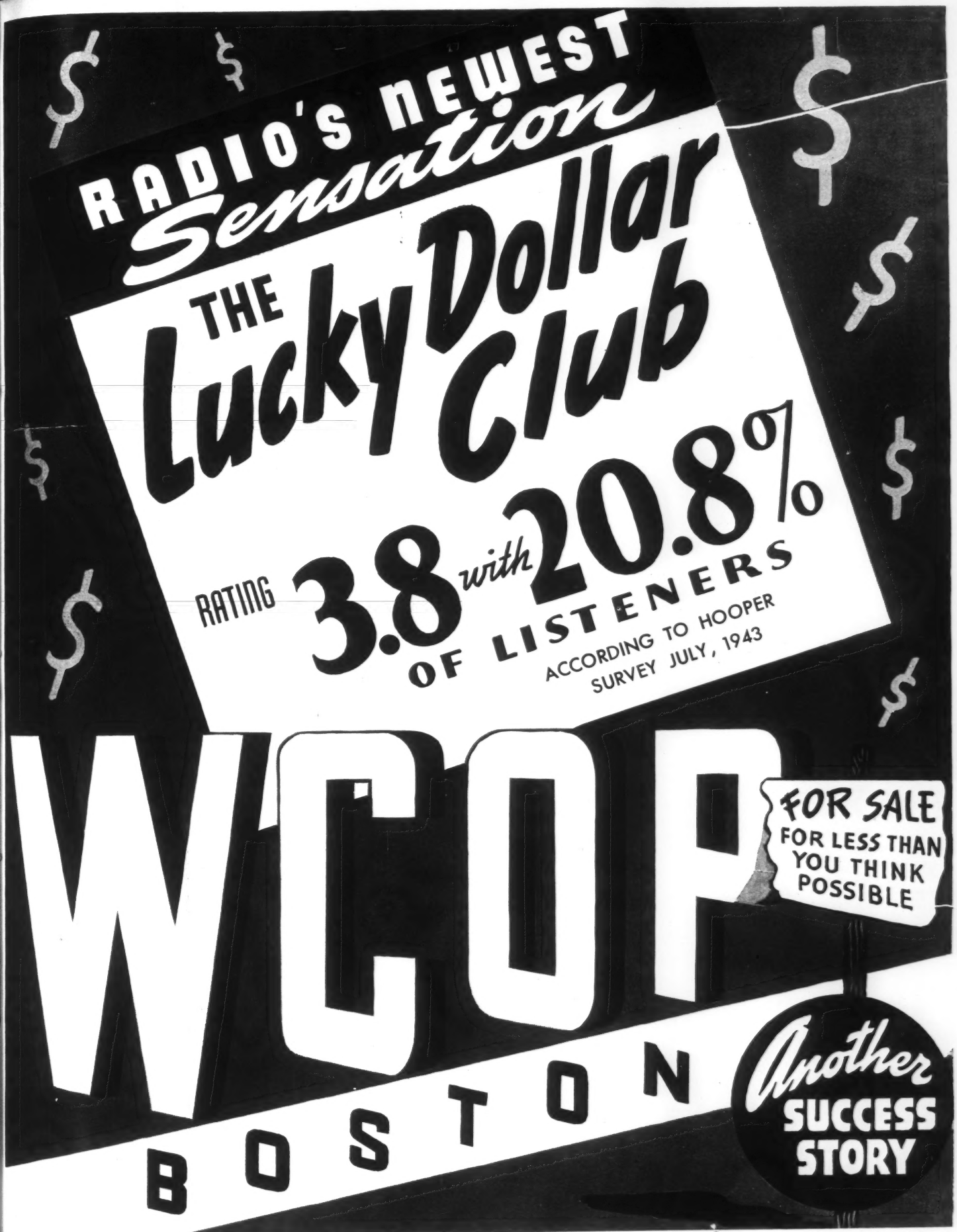
EDITOR, BROADCASTING:

As chairman of the Public Relations Committee of the Foreign Language Radio Wartime Control and on behalf of the Committee, I wish to take this opportunity to congratulate BROADCASTING Magazine on the very capable and factual manner in which it is handling the report of the investigation of the Cox Committee, particularly as relating to the foreign language broadcasting field.

You will note that I say it is capable and factual, and I believe it calls for commendation as a service to the broadcasting industry in general.

FOREIGN LANGUAGE RADIO WARTIME CONTROL
JOSEPH LANG (WHOM)
Chairman
Public Relations

New York
Aug. 19, 1943


RADIO'S NEWEST
Sensation
THE
Lucky Dollar
Club
RATING 3.8 with 20.8%
OF LISTENERS
ACCORDING TO HOOPER
SURVEY JULY, 1943
WCOP
BOSTON
FOR SALE
FOR LESS THAN
YOU THINK
POSSIBLE
Another
SUCCESS
STORY

FM Stations to Get Four Letter Calls

New Designations From List of 4000 Become Effective Nov. 1

ELIMINATION of the existing letter-numeral calls for FM stations and substitution of regular four-letter calls used for standard broadcast stations, effective Nov. 1, was approved last Tuesday by the FCC to overcome complexities encountered under the existing method.

Urged by FM Broadcasters Inc., which had petitioned the Commission for a change, the new procedure will immediately affect some 45 FM stations now in operation, as well as all future licensees. Existing licensees have been instructed to select their new calls prior to Oct. 1 from the list available at the FCC of some 4000 four-letter unassigned calls.

Standard Call Option

Where the licensee of an FM station also operates a standard broadcast station in the same city, he is given the option of retaining his standard call letter assignment followed by the suffix "FM" to designate transmission on the FM channel. If he desires a separate set of call letters, the selection may be made from the list available at the FCC.

A breakdown of the 4000 four-letter calls available shows approximately 2900 "K" calls and 1100 "W" calls still unassigned. This number, the Commission said, appears to be adequate to supply calls for all additional standard, FM, commercial, television and non-broadcast classes for the foreseeable future. All three-letter calls already have been assigned. Call letters beginning with "W" are east of the Mississippi and those beginning with "K" are west of the Mississippi and in the territories.

The principal objection to the letter-numeral call, it has been found, was failure of general public acceptance. Moreover, since the system involved the frequency designation of the station, a change in station assignment would automatically entail a change in call letters. Thus, the good will built up in call letter designation would be lost.

Change Timely

Allocation changes are regarded as imminent in the post-war era, and it was felt that with only 45 stations licensed under the old system, the change now can be effected with minimum confusion to the listening public. Moreover, with transmitter construction frozen for the war's duration, the change-over comes at a propitious time.

Under the existing system, the first letter of an FM call, either K or W, indicates the geographical position of the station; the number designation indicates the frequency on which the station operates and the last letter or letters are designed to indicate the city. Confusion was anticipated on the last designation because of possible duplications in city designations.

FM stations were asked to have their requests, indicating a preference in call letters, filed with the Commission by Oct. 1. If no request is received by that date, the Commission, at its discretion, will assign a new four-letter call to that station. Stations were requested to list their first, second and third choices. In the event two stations seek identical call letters, the request first received by the FCC will be given preference. In any event, all FM stations will use their new call letters on the air effective November 1.

A formal petition from FMBI requesting the call letter change was submitted last month by Walter J. Damm, WTMJ-W55M, president of the association, through the offices of Philip G. Loucks, Washington counsel.

Following is the full text of the FCC's public notice, dated Aug. 24, to FM stations:

The Commission has adopted a plan to substitute letter calls for high frequency (FM) broadcast stations in place of the letter-numeral calls now being used by such stations. This change is based upon the past experience of FM broadcasters in the use of letter-numeral calls and the desirability of making the change at this time. Approximately 45 high frequency (FM) broadcast stations now in operation and all future licensees of such stations are affected.

The Commission's plan provides that four-letter calls be used for FM stations, except in cases where the licensee of an FM station is also the licensee of a standard broadcast station and both stations are located in the same city the call letters of the standard broadcast station followed by the suffix "FM" may be requested for the FM station. No new three-letter calls will be assigned to FM stations.

In order that the change in station calls may be carried out in an orderly manner all FM stations are required to begin using the new calls on November 1, 1943, and in all cases where a request for call letters has not been received by the Commission on or before October 1, 1943, four-letter calls will be assigned at the discretion of the Commission.

FM licensees may request several of the four-letter station calls available in the order preferred, and in cases where the same letters are requested by two FM licensees the request first received by the Commission will have prior consideration. Presently unassigned four-letter call lists are not available for mailing, but such lists may be inspected at the offices of the Commission.

OWI Policy Group Considers Return of Elmer Davis to Air

ONE OF THE first missions of the OWI Radio News and Policy Committee named last week by E. Palmer Hoyt, Domestic Director, will be to consider resumption by Elmer Davis, OWI Director, of his weekly broadcasts reporting on the war effort.

This became known last week in connection with current consideration being given by Mr. Davis to his return to the air. He has expressed preference for Sunday nights, rather than Fridays.

Mr. Davis told reporters last week that he did not seek four networks combined for the Sunday broadcast and that two would be plenty or one might do. The previous Friday night series, interrupted when Mr. Davis went to London on a war mission, was carried Friday evenings on NBC, CBS and BLUE hooked in, with a repeat on MBS Saturday afternoons.

Don Stauffer, Director of the OWI Radio Bureau, declared that it was appreciated that Sunday evening time is the most valuable on the air. He said that OWI had worked harmoniously with networks and stations and did not propose to "pressure" them on the Davis broadcasts or any other matter. The help and advice of the advisory committee would be sought on this matter, he added.

Reports were current that the networks were opposed to allocation of premium Sunday time for the Davis series. The previous series of broadcasts had stirred up considerable comment in congressional circles, notably among the Republicans, who contended that Mr. Davis as the "minister of propaganda" was "monopolizing" network time and forcing the public to listen to him.

Mr. Hoyt has not yet announced the first meeting date of the newly appointed News and Policy Committee. He is out of town for the War Food Conference campaign and it was felt the Committee would not meet until after Labor Day.

Members of the Committee are: William S. Paley, President, CBS; Niles Trammel, President, NBC; Mark Woods, President, BLUE; Miller McClintock, President, Mutual; Lewis Allen Weiss, Vice-President and General Manager, Don Lee; Leo Fitzpatrick, Executive Vice-President and General Manager, WJR Detroit; Herbert L. Pettey, Director, WHN New York; Martin B. Campbell, Managing Director, WFAA, WBAP, KGKO Dallas-Ft. Worth; and Neville Miller, President, NAB.

FRANK GRAHAM, CBS narrator-actor, has been signed to portray L'il Abner in the Columbia film cartoon series by that title.

FDR Ottawa Rating

PRESIDENT ROOSEVELT's Ottawa speech, broadcast Wednesday, Aug. 25 on the four major networks and CBC, was heard by 12,636,000 persons in the U. S. thus attaining 24.9 rating, according to C. E. Hooper Inc. survey, CBS revealed. Canadian rating for the address was 40.1, as measured by Elliott-Haynes, Canadian firm using same methods as Hooper.

Winchell First in 'National' Ratings

FIRST PLACE in the list of "First 15" evening programs released in the Aug. 15th "National" Program Ratings Report goes to the Walter Winchell program, in which Fulton Oursler, Louella Parsons and Robert St. John are substituting for Mr. Winchell. *Mr. District Attorney* rates second, and the first half-hour of Kay Kyser's program, third. Others among the First 15 are: *Your Hit Parade, Screen Guild Players, Take It or Leave It, Can You Top This.* Gabriel Heatter (Tuesday, Thursday), Durante-Moore-Cugat, Bing Crosby, *Ellery Queen*, Joan Davis-Jack Healy, *Adventures of the Thin Man*, Gabriel Heatter, (Monday, Wednesday, Friday), *One Man's Family.*

Second half-hour of the Kay Kyser program leads the programs broadcast after 10:30 p.m. and which are not measured in the Eastern Time Zone.

'Your Hit Parade' Heads Recent Poll; Rates 17.7

HEADING the list of the 15 most popular network programs reported by the Cooperative Analysis of Broadcasting in its Aug. 23 release to subscribers is *Your Hit Parade*, with a rating of 17.7. Kay Kyser ranks second, followed by Lowell Thomas in the list of programs measured during the second weeks of July and August.

The remainder of the list follows: *Mr. District Attorney*, Bing Crosby, Joan Davis-JackHaley; *Screen Guild Players, Take It or Leave It, Album of Familiar Music*, Walter Winchell (substitute), *One Man's Family*, Jimmy Durante-Garry Moore, *Ellery Queen*, Phil Spitalny, and *Vox Pop.*

Tower Marking Rules In Revised CAA Manual

A NEW edition of the Obstruction Marking Manual, revised to Aug. 15 was issued last week by the Civil Aeronautics Administration of the Department of Commerce.

The edition, part of the regulations and standards for the protection of air navigation, sets forth regulations to be observed by broadcast stations for marking radio towers for the protection of air navigation. Copies of the regulations can be procured from the Civil Aeronautics Administration, Department of Commerce, Washington, D. C.

"HOLD THOSE WAR BONDS"

A banking company bought newspapers and one radio station—W-I-T-H—to tell people not to cash in their war bonds.

The radio allotment, in the beginning, was less than *ten percent* of the total appropriation.

But—W-I-T-H produced *40% of the returns!*

Yes—the W-I-T-H radio budget was increased materially!

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

Some National Accounts Now On W-I-T-H

Atlantic Refining Co.
Foodex
Ward's Bread
American Chicle
Jests
Medrex
Dr. Pierce
Seaboard Finance
Mercirex
Resinol
Stanback
Sunway Vitamins
Royal Crown Cola
Rem
Pepsi Cola
True Story
Supersuds
Bond Bread
Gold Medal Capsules

WITH

Represented Nationally by Headley-Reed

Tom Tinsley, *President*

Gillin Hits 'Surrender' Plan For Settlement of Disc Strike

WOW President Calls Rosenbaum Performance Fee Idea Wrong in Principle and Practice

A PLEA TO the industry not to follow the "total and unconditional surrender" recommendation of Samuel R. Rosenbaum, president of WFIL, in settling the Petrillo recording ban, was made last week by John J. Gillin Jr., president and general manager of WOW Omaha.

Mr. Gillin

In a letter circulated to the industry Aug. 24 through the NAB, Mr. Gillin attacked the plan of paying a percentage of the industry's gross to musicians as wrong in principle and in practice. He took the battle to Mr. Rosenbaum, who earlier in the month reported for active duty as a lieutenant colonel in AMGOT. Col. Rosenbaum had suggested a plan of settlement based on royalties for the performance rights of the recording artists and predicted that the War Labor Board would wash its hands of the whole dispute when it gets the facts.

Pointing out that he had differed with Mr. Rosenbaum last January when he originally circularized his views on the Petrillo situation, Mr. Gillin said that, since Mr. Rosenbaum had seen fit to restate them, he wished again to join issue.

'False Principle'

"Basically," he said, "I do not see why any of us should accept Sam's counsel of total and unconditional surrender to a principle which is absolutely false. I know that Sam is really suggesting an extension of the 1937 plan for which he, as Chairman, was largely responsible. The plan of paying a percentage of the industry's gross to musicians was wrong in principle then and I think it has been proved wrong to the broadcasters, in practice, by subsequent events."

Answering Col. Rosenbaum's contentions chronologically, Mr. Gillin said the Philadelphian based his letter on the contention that the musician who performs for records has a right to some kind of protection. The musician who actually renders service in recording is not asking for any protection, Mr. Gillin contended. "The only complaint comes from Mr. Petrillo, speaking, presumably, on behalf of the musicians who do not play for recordings or for the radio. Sam's proposal that broadcasters pay to the union a percentage of their gross income amounting to some ten million dollars a year is, presumably, for the benefit of those musicians whose services are not used by radio either in the form of recordings or in any other way."

Mr. Gillin held that, if the right of the musician were recognized as proposed, there would be no end to calls for a percentage of the gross income from stations. The argument that radio and recordings have displaced musicians is "sheer buncombe".

Jingles Not Important

The record should be straight on "musical jingles on platters", emphasized by both Col. Rosenbaum and Joseph A. Padway, AFM counsel, as involved in the case before WLB. "It is understandable that Mr. Padway should wish to confuse the issue by acting as though all transcriptions were one-minute spots, in order to prove to the WLB that the ban on transcriptions in no way affects the war effort", Mr. Gillin said.

"Sam knows that the musical jingles, to which he and Mr. Padway refer, are least dependent on instrumental music and that they have been practically unaffected by Mr. Petrillo's ban.

"Sam knows, even if Mr. Padway does not, that the dispute before the WLB involves library transcription service and the 15-minute commercial transcriptions—the very lifeblood of hundreds of broadcasting stations, particularly those in communities which cannot offer to the broadcaster the prosperity which Philadelphia offers to Sam's own station."

If the demands of the musicians were met, it would be just as logical that radio pay a percentage of its gross for the benefit of singers, writers and actors, all of whom are "as worthy of being encouraged as the art of performing instrumental music", Mr. Gillin said. He said that if it were carried to its logical conclusion there would be no end to calls for a percentage of gross income from stations: "indeed, the radio industry would be taking a step toward its own dissolution. The alternative would be to take the money out of the pockets of our customers (if we could) so that Sam's proposal would then boil down to penalizing the citizens we serve for the use of the inventions which our industry was created to develop."

'Not Consistent'

Even if it were true that recordings have displaced musicians, the royalty proposal would make neither "economic nor social sense, either for our industry or for the public", Mr. Gillin said.

Contending that Col. Rosenbaum was not consistent in his correspondence, Mr. Gillin recalled that in the fall of 1942, the Philadelphian had criticized the industry for interesting itself in the fight, holding then that the musician's battle is not against radio primarily, "but principally against the juke box baron and the record manufacturers". Now, he pointed out, Col. Rosenbaum has come around to the way of thinking that the fight is directed primarily against radio since he stated in his latest letter: "The musicians have no just complaint against the record publishers and manufacturers or against the transcribers."

Answering the Rosenbaum contention that Petrillo has not yet been defeated and that the industry should deal with him, Mr. Gillin cited published reports that the AFM members have already lost $4,000,000 in recording fees and have gained nothing through "Mr. Petrillo's unwise and uneconomic move to compensate for their loss of income".

New Technique

Mr. Gillin concluded: "Sam at least has come out in the open on one thing. His cure for the present strike is a proposal to the union that we should urge Congress to change the copyright law. In other words, we are not only to adopt a bad principle, but we are to adopt a new technique in lobbying, the putting of pressure on Congress to change the law by means of depriving the citizens of the benefits of inventions until Congress does the will of the union.

"Perhaps I have devoted too much time to Sam's proposal because he, himself, points out how few are the people who agree with him. On the other hand, writing this letter affords me an opportunity of wishing Sam well in his military career, and this I do with all sincerity."

Gilbert W. Fuller New Industry Rep On WLB's Petrillo Disc Strike Panel

THE WAR LABOR BOARD last week appointed Gilbert Edmund Fuller, president of the Raymond-Whitcomb Travel agency, as industry member of the tripartite panel to hold hearings beginning Sept. 6 in New York in the Petrillo-transcription case. Mr. Fuller was appointed to fill the vacancy created by the resignation of Henry S. Woodbridge [BROADCASTING, Aug. 23].

Mr. Fuller has had mediation experience on panels of the Regional WLB in Boston. He has been with Raymond-Whitcomb for more than 30 years, having served successively as vice-president, managing director, chairman of the board, and as president since 1931.

The new member was born in Springfield, Mass., in 1882 and was graduated from Harvard in 1905. In the same year he joined the U. S. Mortgage and Trust Co. in New York, leaving in 1906 to enter the publicity firm of Michaelis and Ellsworth. In 1908 he became connected with the financial department of American Express Co. and in 1910 he joined the firm he now heads.

Mr. Fuller is married and has a son and daughter. He is a member of various Boston and New York clubs and resides in Boston.

Other members of the panel are Arthur S. Meyer, Chairman of the New York State Board of Mediation and an associate member of NWLB, who is Chairman and public representative, and Max Zaritsky, President of the United Hatters, Cap & Millinery Workers International Union, labor representative. While the panel is scheduled to meet September 6 (Labor Day), there were reports that a postponement might be sought because of the holiday.

Union Changes

CHARLES HURLBURT, studio engineer in New York of WHOM Jersey City, has resigned to become vice-president and executive head of Broadcast Local No. 1, A. C. A. union of engineers and announcers, with headquarters in Philadelphia. He succeeds Edgar T. Darlington, engineer of WFIL Philadelphia, who resigned his union activities to handle war work while retaining his station post. In addition, Dick Shipp, engineer of WPEN Philadelphia has been appointed temporary secretary of the union, succeeding Carol Roder, engineer of KYW Philadelphia who left to join the Army.

ASCAP Members Favor Renewal of Agreement

AMERICAN Society of Composers, Authors & Publishers reported last week that the proposal to extend the present membership agreements for an additional 15 years, or until Dec. 31, 1965, has been approved by about 85% of the writer-member group, figured on the basis of royalty distributions, and that most of the major publisher-members have also voiced their approval, although the 80% mark of this group has not yet been reached.

Practically no opposition has arisen against the proposal, ASCAP stated. Plan insures the continuance of the Society's present method of royalty distribution, with equal shares going to writers and publishers, and avoids the danger of a rupture which some members feared might result from a court decision in the BMI-Marks suit.

This action, scheduled to come to trial this fall, asks the court to determine whether public performance rights to musical compositions are vested in the publisher or the composer, specifically citing four compositions published by Edward B. Marks Music Corp., which now licenses its music through BMI, but written by composers who have retained their membership in ASCAP.

DAYTON, O.

"Really has Something"

DAYTON, OHIO, THE BIRTHPLACE OF AVIATION

★

HERE'S WHAT MAKES DAYTON ONE OF AMERICA'S GREAT MARKETS AND **WING** ITS OUTSTANDING BUY!

★ A $410,000,000 payroll for 1943 (based on first six months).

★ Population increase of 55,825 for Dayton proper since 1940 (Ration Book No. 2). This does not include communities considered part of metropolitan Dayton.

★ Ranks fortieth in population, yet one of the leaders in war production. (Restriction prevents use of exact figures.)

★ The hub of the United States Air Force with Wright Field, Patterson Field and Air Service Command.

★ The home of Frigidaire, National Cash Register, Delco Products, Airtemp, McCall Printing Aeroproducts, and over 500 other diversified manufacturing industries.

★ Located in agriculturally rich Montgomery County with an added farm income of over $4,000,000 per year.

★

An outstanding market in normal times . . . a super market today!

. . . IN STATION WING

A station that thoroughly penetrates a rich industrial market with Dayton as its nucleus. Buying power has been increased by the influx of 55,825 people in Dayton proper . . . payrolls have reached a new all time high with an estimated $410,000,000 for 1943. This is one of the nation's most lucrative markets. "Sell it" with consistent use of WING, the medium needed to cover Dayton and the rich Miami Valley.

BASIC BLUE NETWORK
5,000 WATTS

WING

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

Bonus: WIZE, Springfield, Ohio, is a bonus when WING is purchased on a national spot basis by adding 30% of the time cost on WING.

Weed and Co. NATIONAL REPRESENTATIVES

Press-Radio Committee Fights Discrimination In Ownership

Steering Group Advocates Legislative Action To Allow Newspaper Ownership of Stations

PRESSURE will be brought to bear against current and future legislation designed to prevent newspaper ownership of radio stations, and definite steps will be taken to secure enactment of laws to prevent such discrimination, it was revealed in a resolution adopted last Wednesday by the steering committee of the Newspaper-Radio committee.

Text of the resolution, endorsed by the steering committee Aug. 25 at its first meeting since April 20, during the convention of the American Newspaper Publishers Assn. runs as follows:

"Resolved—that the Newspaper-Radio committee should immediately advocate legislation which will make it impossible for there to be any present or future discrimination against newspaper ownership of broadcasting stations, and that this advocacy should include the support of provisions intended to accomplish this end in the White-Wheeler bill, the Holmes bill, as well as other legislation relating to the subject."

Committee's Plans

Specific and immediate plans call for the appearance by members of the committee at hearing on the White-Wheeler and Holmes bills, and the active support of any bills in Congress which would have a tendency to eliminate the possibility of discrimination against newspaper-radio ownership, according to Harold V. Hough, chairman of both the Newspaper-Radio committee and its steering committee since the formation of the group over two years ago. Mr. Hough is associated with the Fort Worth *Star-Telegram*, operator of WBAP and co-owner of KGKO.

Present at last week's meeting at NRC headquarters, 370 Lexington Ave., New York, were all members of the steering committee with the exception of Maj. E. M. Stoer, general manager, Hearst Radio Inc. Committee members attending were: Walter J. Damm, Milwaukee *Journal* (WTMJ), vice-chairman, H. Dean Fitzer, Kansas City *Star* (WDAF), treasurer, Gardner Cowles Jr., Des Moines *Register & Tribune* (KSO KRNT WMT WNAX), John E. Person, Williamsport (Pa.) *Sun* (WRAK), A. H. Kirchhofer, Buffalo *Evening News* (WBEN), Col. Harry M. Ayers, Anniston (Ala.) *Star* (WHMA), and Truman Green, Tampa (Fla.) *Tribune* (WFLA).

Also present were Martin B. Campbell, Dallas *News* (WFAA), E. E. Hill, Worcester *Telegram* (WTAG), J. Leonard Reinsch, Atlanta *Journal* (WSB), and NRC counsels A. M. Herman, Ft. Worth and Sydney Kaye, New York.

SENATOR AND SALESMAN were photographed together when Robert M. LaFollette dropped in at WEMP Milwaukee the other day, and found a birthday celebration in progress for Ben Wolff, 76, who is fondly claimed to be the oldest radio time salesman in the business. Cake was inscribed "Happy Birthday to Junior, in the Spirit of '76." Senator LaFollette, who owns 1/8 of WEMP, cut the cake.

Eversharp May Expand

EVERSHARP INC., Chicago, which currently sponsors *Take It Or Leave It* Sunday evenings on CBS, is expected to start a second network show this fall, using the BLUE network. Time under consideration is Friday 7-7:30 p.m., with the program tentatively titled *Hit of the Week*. No details are available as yet, according to Biow Co., New York, agency in charge.

Test for Seymour

MALCOLM HOWARD, Chicago, has been appointed agency for the Seymour Products Co., Chicago, and has instituted a test campaign using radio in the Chicago area for See-More All Purpose Cleaner and See-More Venetian Blind Cleaner. Plans are to extend the promotion nationally.

NAB District Asks New Law; Elimination of Hitch-Hikes

IN LINE WITH actions taken at each of the district meetings held since the so-called Frankfurter decision of the Supreme Court on May 10, conferring upon the FCC broad regulatory powers, broadcasters of New York and New Jersey at the Second NAB District Meeting in Syracuse last Tuesday adopted a strong resolution calling upon Congress to enact new legislation at this session.

The meeting, presided over by Kolin Hager, general manager of WGY and District Director, also adopted a resolution condemning hitch hike and cow catcher announcements used on network programs and national spot, on the ground that they tend to lower broadcasting standards and are construed as being in violation of the public interest responsibility of station licensees. Similar resolutions have been adopted by groups of network affiliates, notably those on CBS, at recent meetings. The resolution authorized Mr. Hager to pursue the matter at the next NAB Board Meeting with a request that prompt steps be taken to eliminate them.

NAB President Neville Miller attended the meeting and discussed the legislative outlook as well as the overall industry picture. Rep. Clarence Hancock (R-N. Y.) was guest speaker and lauded radio and the American system of broadcasting. Resolutions follow:

Legislation

RESOLVED, that the broadcasters of New York and New Jersey, in meeting assembled at second district of NAB at Hotel Syracuse, Syracuse, N. Y. on Tuesday, August 24, 1943, call the attention of the Congress of the United States to the fact that the present radio law was enacted in 1927 and although amended in 1934 in substance remains as originally enacted:

That radio has made great progress since that date and is of greater significance in American life;

That it is now time for the Congress to reappraise the radio law in the light of this progress made since the enactment of the present law, especially in view of the May 10 decision of the Supreme Court giving greatly enlarged power to the Federal Communications Commission, and that early dates be set for the hearings upon the bills now pending before both Houses of Congress.

Hitch Hike Announcements

WHEREAS, the so-called hitch hike and cow catcher announcements presently used on network programs and on national spot announcements tend to lower the standards of broadcasting; and

Whereas such announcements are considered to be a violation of the responsibility placed upon radio station licensees to operate in the public interest and convenience and necessity; and

Whereas the use of such announcements was permitted without the consent of affiliates save those spots sold on a national spot basis, now therefore,

Be it resolved that Kolin Hager, Chairman of the NAB second district of New York and New Jersey is instructed to convey to the proper officials of NAB for action at the next regularly called meeting of NAB, a request that immediate steps be taken to eliminate from network programs, hitch hike, cow catcher or other similar announcements and form all announcements on a national spot basis as soon as may be practicable.

Among those present were: Aaron Beckwith, Arnold Bowden, WAGE; William Foy, Jack Kennedy, WHAM; George F. Bissell, WMFF; Fred Ripley, WSYR; Gerald King, Bill Doerr, WEBR; Joseph A. Short, Michael B. Hanna, WHCU; Thomas L. Brown, WHDL; A. E. Spokes, D. S. Wilkins, WJTN; Mrs. Scott Bowen, Miss Helen Wood, N. W. Cook, George S. Jones, Nate Cook, WIBX; E. Rex McCloskey, WNBF; Carl Haverlin, BMI; R. J. Rowley, H. C. Wilder, N. L. Kidd, WSYR; C. E. Lewis, Robert Thompson, WBEN; Gunnar O. Wiig, Clarence Wheeler, WHEC; John A. Bacon, I. R. Lounsbery, WGR-WKBW; S. Woodworth, WFBL; Bruff Olin Jr., WKIP; C. Culmer, SESAC; Kolin Hager, WGY; Neville Miller, NAB.

AFRA 10% RAISE APPROVED BY WLB

WAR LABOR Board last week notified the American Federation of Radio Artists that it had approved AFRA's application for adjustments in its commercial code, principally a 10% increase in commercial wage scale, retroactive to March 8, 1943, as agreed upon by AFRA and the national networks, with the approval of the advertising agencies [BROADCASTING, March 8].

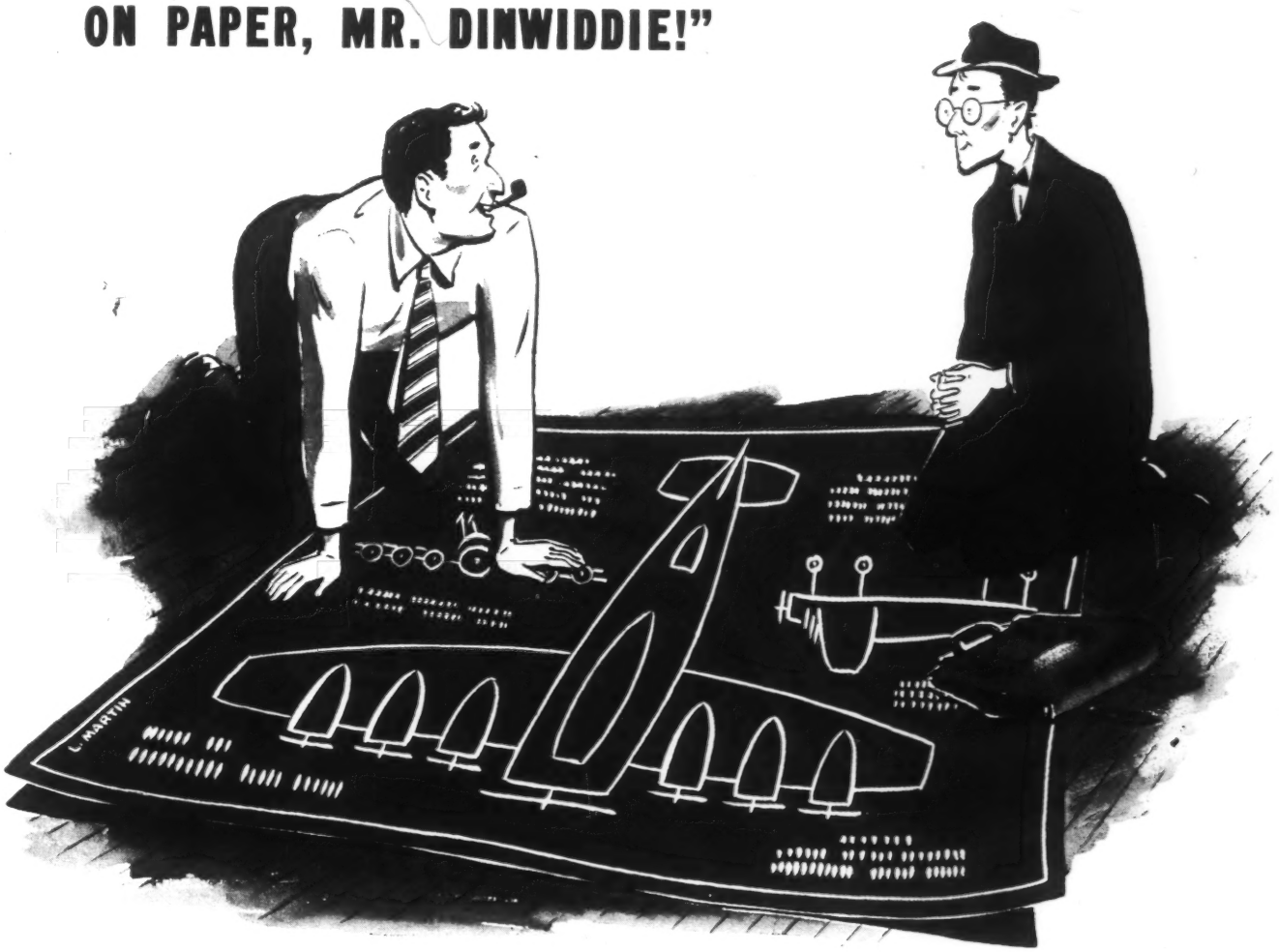
In addition to the increase in the minimum commercial scale for actors, singers and announcers, the revisions extend the present contract for another year, until Nov. 1, 1944, and add a cost-of-living clause that permits AFRA to reopen the contract at any time after Nov. 1, 1943, if the Dept. of Labor cost-of-living index has risen 10 points above the Dec. 15, 1942 level.

Similar changes in the union's sustaining code had been agreed upon by the broadcasters and AFRA and earlier approved by the WLB. Negotiations for a revision of the union's transcription code broke down after several meetings and it was decided to await the termination of the present contract this fall for a complete revision.

VARIETY SHOW FOR BIRDS-EYE BEANS

FROSTED FOODS Sales Corp., New York, subsidiary of General Foods Corp., to promote Birds-eye ovenbaked beans and other products, will start a new Hollywood originating half-hour variety program in late September. Although network and starting date have not been revealed, firm has signed Dinah Shore as featured vocalist and Cornelia Otis Skinner, monologist, who presents a series of comedy sketches titled *William and Mary*. Other talent will also be added. Included will be a name band. Glenn Wheaton, who has been handling script for the Army Special Service shortwave program, *Command Performance*, has been signed as writer of the food firm's new program. Hubbell Robinson, assistant radio director of the agency, currently is in Hollywood to complete details.

"LOOKS MIGHTY GOOD ON PAPER, MR. DINWIDDIE!"



HOW will it perform? That's the question to ask Mr. Dinwiddie whether his blueprint is of an airplane or of radio coverage.

It's easy to make blueprints; quite another matter to produce the finished product.

WKY's coverage, to be sure, looks mighty good on paper. It's bigger than that of any other Oklahoma City station. But that isn't all.

WKY's coverage has been developed far beyond the blueprint stage. It's a known quantity . . . something that's been built, tested, and proved beyond a shadow of a doubt.

Here's the result of the latest test . . . the June-July Hooper report: WKY continues to outperform all three other Oklahoma City stations with 44.3% of the morning audience in Oklahoma City; 58.1% of the afternoon audience; and 53.0% of the evening audience.

Yes, WKY looks mighty good on paper. It looks wonderful on the Hooper. It *IS* a remarkable station, doing big things for advertisers in the way they want them done.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Our Spots Paid Despite All Handicaps

California Firm Sells Heating Plant Service For June-July Delivery

By R. V. HIATT

Advertising Manager
Payne Furnace & Supply Co., Beverly Hills

ALTHOUGH our much-expanded facilities are devoted entirely to war production, we are advertising now with a view to post-war selling, and protecting the jobs of our employes. Necessarily these efforts are limited largely to name and service promotion.

To keep our name before the trade, we are using national and regional business magazines. Our factory Retail Service Department, however, (since it still functions as manpower permits along pre-war lines) afforded an opportunity to make an interesting "consumer" test of radio in Los Angeles and environs. As far as we know, this summer campaign was the first of its kind. It featured *furnace inspection and repair during June and July only.*

Notable for the handicaps imposed and the results achieved in spite of these "hurdles" this campaign was not only highly successful, but also surprising in its results.

Probably the last thing a home owner thinks about or wants to think about in mid-summer is his heating plant; therefore, we created a difficult problem in the very timing of the campaign. But we believed people could be made to realize that the shortage of skilled service men would grow worse and that by the rainy season it might be impossible to obtain repairs and parts, at least without long delay. And from our own viewpoint, it was of course desirable to secure as many orders as our remaining service men could handle during the quiet season and thus help to level off the fall and winter peaks, serious at any time but nearly insurmountable under war conditions.

Campaign Idea

We also felt that, in view of the Government's expressed desire to encourage maintenance of existing equipment, the campaign could be partially based upon a patriotic appeal; and further, that we ourselves would be performing a patriotic wartime service, in addition to benefitting home owners and ourselves, by undertaking it, even if it should turn out to be unprofitable. From the strictly selfish standpoint, moreover, we recognized the good-will value of such a program, and its possibilities for influencing post-war sales.

These thoughts led to the decision to offer *free* furnace inspection and a written report to the owner on the condition of his heating equipment. If the furnace needed no repairs, we would tell him so. If it needed cleaning, overhauling or repairs, we would recommend whatever was necessary, estimate the cost and solicit the order. It was also decided to include *any make or model* because we were out

R. V. HIATT

to acquire new friends as well as possible future customers.

At this point we held a meeting with our advertising counsel, the Knollin Agency, and it was decided to make a radio test for the month of June, extending the campaign through July, if results justified. By the third week in June there was no doubt as to the advisability of going through with the two-months' schedule. (We did not consider August because during that month our men start their regular service calls on "contract" customers whom we serve by the year.)

The agency recommended half-minute or station-break "live" spot announcements for the following reasons: the offer was deemed so simple that it could be expressed in 50 words or less; and it was desired to economize in cost per spot, so as to obtain maximum frequency as well as to save the production cost of transcriptions, our budget for the test being limited.

The agency also recommended eliminating the major chain, or 50,000 watts station for obvious reasons: We required only local coverage, since our "outside" dealers were not participating in the plan. Moreover, in Los Angeles and vicinity there are a number of medium and low-powered stations, which, because of special features, have a large, loyal "hometown" following, especially at hours not competing with the more popular chain programs. After careful study of all spot availabilities, nine stations were selected, as follows: KMPC KHJ KECA KFWB KPAS KWKW KFOX KGER and KVOE.

Time Chosen

To the extent possible, spots were carefully chosen for proximity to established programs, including newscasts. commentators and musical features with an established following. Many daytime, and some early morning spots were selected —again with a view to "stretching" our budget for maximum frequency by qualifying for low rates, and also to reach women as well as men —together with sufficient evening spots to provide all-day and evening coverage from 7:30 a.m. to 9:30 p.m. We had an average of about five announcements a day for the entire two-months—a total of 326 on all stations. Since our coverage was lighter on Saturdays and Sundays and on evenings with heavy chain competition, we had as many as 15 spots on some days.

What the agency did not anticipate in its original recommendation of station breaks was the qualifications we found necessary to impose on the free offer. Fearing an avalanche of calls from owners of floor furnaces (very popular in Southern California) and other smaller "unit" heaters, it was decided to limit the offer to "basement or forced air furnaces" and further to stipulate that the free service applied only to equipment five years old or more.

Thus it became necessary to make clear in 50 words (or in some cases, 50 syllables) the nature of the offer, the fact that it applied to any make or model, the limitations aforementioned and where and how to obtain this service; a nice copy problem! At once it became apparent that in order to accomplish this, the usual "selling" approach, or sugar-coating, or even urge to act, would have to be severely curtailed if not eliminated, and the script devoted mostly to announcing the "bare bones" of our proposition.

More Handicaps

This decision had several negative effects upon potential results. Since basement and forced-air furnaces are the exception rather than the rule in our area (as compared to the vast numbers of floor furnaces) it was realized that we were reducing the "market" for our "deal" to a very small percentage of home owners; further, that the explanation would be difficult for listeners to understand. And, finally, it was agreed that we could not include the addresses or telephone numbers of our home office and various suburban branches, nor even segregate these addresses by stations, because of overlapping coverage. Our solution to this latter problem probably violated all the rules of radio, and of selling generally. We merely said, *"Call or write Payne Furnace Company at nearest office listed in telephone directory."*

Readers will surely agree that we provided just about all the hurdles that could be set up against our plan.

Naturally, we and the agency had misgivings. Together, we considered postponing the imminent start of the campaign long enough to change our schedule to one-minute spots and to produce transcriptions with sound effects and dialog. But eventually, with fingers crossed, we went ahead according to the original plan with the gratifying results I shall shortly enumerate.

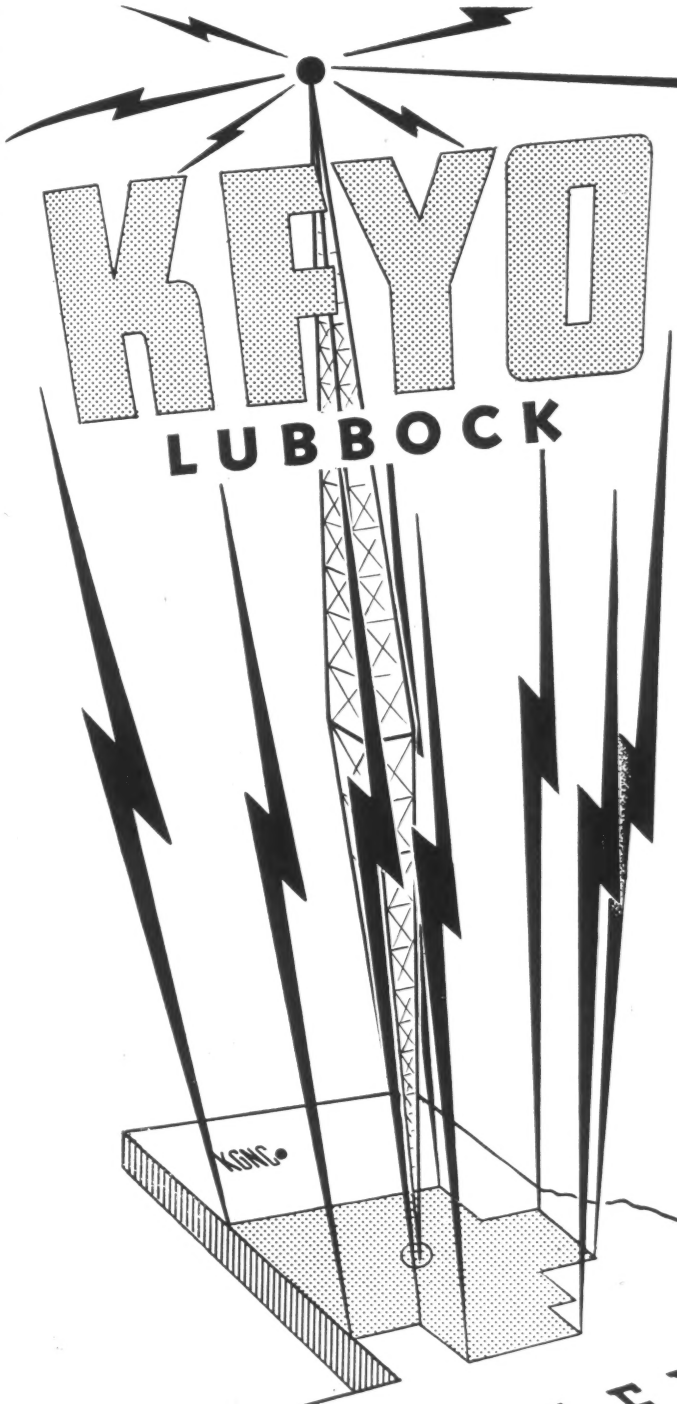
To illustrate the copy limitations, a typical 50-word announcement, necessarily almost devoid of "sales appeal", follows:

> Important to home-owners: Now, while skilled men are available . . . PAYNE heating experts will inspect ANY MAKE OR MODEL of basement or forced-air furnace over five years old . . . and furnish written report . . . all FREE during this month. But hurry, please! Call or write P-A-Y-N-E . . . PAYNE Furnace Company . . . nearest office in telephone directory.

When it came to 35-word sta-

(*Continued on page 55*)

UNIQUE is the word for this factual radio success story—involving no stars, music, sound effects or drama. Just a practical bare bones proposition, stated over the air to an audience that ordinarily would not be interested. But it clicked, and produced profitably for both sponsor and customer! Worth noting is the fact that Payne Furnace & Supply Co. is reportedly America's largest manufacturer of gas heating equipment, with national distribution. Using only trade journals and consumer magazines heretofore, this was Payne's first trial of radio.

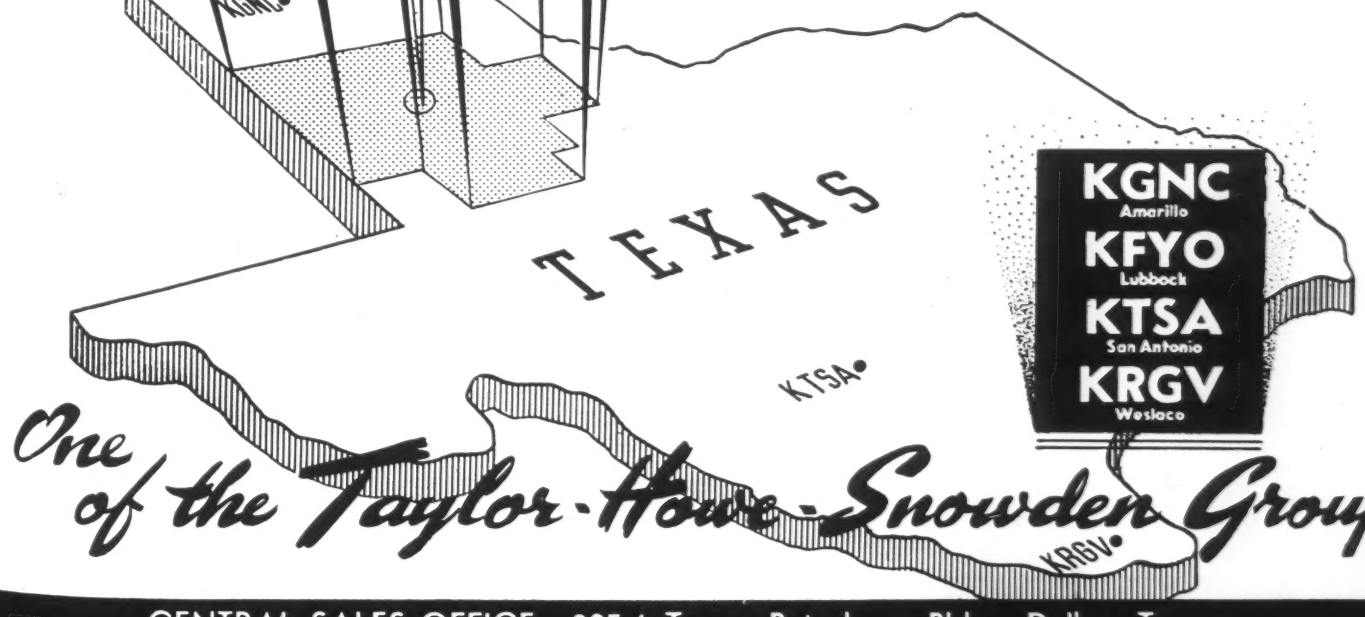


THE STATION WITH THE HIGH FENCE AROUND IT!

A geographical accident gives KFYO, Lubbock, a near-monoply of primary market listeners! For KFYO is more than 100 miles from any other station; and, for several reasons, no one of them gets into KFYOland appreciably.

Of the 49,885 dwelling units in KFYO's primary market in 1940, 74.54% had radio units. Now there are a lot more. For in Lubbock alone the July ration book total of 44,921 shows population has jumped 41% since the 1940 census.

Here is a very prosperous, fast-growing, radio-listening market you can blanket with its one station . . . . . but could hardly touch with a dozen others!



One of the Taylor-Howe-Snowden Group

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 5663 Ken L. Sibson, General Sales Mgr. TWX Dls 297

CBS in Compromise Petition On WNYC Night Operation

Offers to Withdraw Opposition For Duration If FCC Rules Step Would Aid War

WITHDRAWAL of its opposition to nighttime operation by WNYC, New York municipally owned station, for the duration of the war, provided the Commission concludes such action would aid the war effort, was proposed in a petition filed last Tuesday by CBS with the FCC in behalf of WCCO, Minneapolis, dominant station on the 830 kc clear channel. The action, if approved by the FCC under the terms proposed, would eliminate the controversy waged for several years by New York's Mayor LaGuardia against the network until the war's end.

WNYC, which has operated daytime on the 830 kc channel with 1000 watts, since 1939 has sought nighttime operation. The FCC originally denied the formal application of WNYC following hearing, but afterward granted a "special service authorization" for evening time, based on "needed wartime services." The grant, however, was revoked by the FCC after CBS protested it and a hearing was ordered.

Basis War Aid

In its petition, filed by Kenneth L. Yourd, assistant director of CBS in Washington, and its Washington counsel, and Karl A. Smith and Lester Cohen, Washington attorneys, CBS set forth that it was its sincere wish to facilitate in any possible way the complete prosecution of the war and the proper defense of the people of this country. Asserting that it does not possess knowledge of sufficient facts to determine whether the operation of WNYC would assist in the prosecution of the war, it nevertheless stated that inasmuch as the FCC is the Governmental agency charged with the responsibility ultimately of determining such an issue, it must be assumed that it possesses the knowledge or can get it.

If, in the opinion of the Commission, the proposed wartime services of WNYC will materially aid in the war effort, CBS said it had no desire to obstruct or hinder such service and that it accordingly would withdraw its opposition grant under certain conditions. These were that the authorization be issued for the duration of the current license of WNYC or the duration of the war, whichever period is the shorter; that it be issued solely to permit WNYC to render a special wartime service and that the additional broadcast time be devoted to broadcasts in furtherance of the war effort; that maximum possible protection be afforded WCCO consistent with WNYC's nighttime operation, and that it be recognized that in taking this position, CBS is acting to facilitate establishment of a temporary service during the wartime emergency and that CBS does not waive its right to insist upon maintenance of 830 kc as a clear channel.

Reserves Right

CBS added that it does not admit that operation of WNYC during nighttime hours will not cause interference within the territory served by WCCO and that it specifically reserves the right to contest any application filed by or grant made to New York City for operation for nighttime hours other than as specified in the petition.

Efforts of WNYC during the past few years to procure fulltime operation, breaking down the clear channel were opposed not only by CBS but by the State of Minnesota. It had been contended that the proposed WNYC operation would interfere with program service provided to rural listeners in the North Central area and that it was contrary to the Commission's rules.

Mayor LaGuardia, in commenting on the CBS petition was quoted as having said, "I am full of the spirit of unity at home and, of course, appreciate it." He had bitterly attacked CBS in the past for opposing the fulltime operation.

Expressing his pleasure at the CBS petition, Morris S. Novik, director and manager of WNYC stated that he was glad of this opportunity to serve better the people of New York City. He said that, if and when WNYC begins regular broadcasting after 10 p.m., the evening hours will be filled by a combined schedule of educational and public service features, together with some recorded and live musical programs, which have heretofore been necessarily omitted from WNYC's usual routine.

Press-On for Television

LOOKING AHEAD to post-war development of commercial television, Press-On Inc., N. Y. manufacturer of Press-on mending tape, has begun a series of weekly experimental telecasts on the Allen B. Dumont station, W2XWV N. Y. Presented Wednesday evenings as quarter-hour entertainment skits, the commercials create lifelike home situations with mother and daughter discussing and demonstrating the actual mending of fabrics with the tape and a hot iron. Arthur H. Anson, adv. manager of the firm, directs the series and supervises improvements after each program. Reiss Adv., N. Y., is agency in charge of Press-On, which has tested radio in the N. Y. area during the last year.

FRIDAY THE 13TH comes again Oct. 13. What to do about it is shown by trio from WAAT Newark, N. J., who got their picture taken Friday, Aug. 13, at a breakfast broadcast with 13 people at the table. Harry Murphy is getting the third light under ladder, from match held by Roland Trenchard, while m.c. Hal Tunis holds umbrella. A black cat was somewhere around. As Murphy, who is a deputy administrator of the N. J. War Finance Committee, remarked: "There's nothing superstitious about getting back four dollars for every three you invest in War Bonds! Similar program is planned Oct. 13.

Alaskan Station Builds New Transmitter Plant

CONSTRUCTION of the new 5000 watt transmitting plant at KINY Juneau, Alaska is now under way, with completion date set at Oct. 1, according to Edwin A. Kraft, Seattle radio advertising executive who owns KTKN Ketchikan and KINY. Transmitter and tower are located on the Alaska Juneau gold mining property, about two miles south of Juneau. Studios will continue to be in the Decker Building in downtown Juneau.

A full sixteen hour schedule, supervised and largely programmed by the War Dept. will be broadcast for troops and civilians in the territory. In addition, the Army Special Services Division is transcribing top-ranking chain shows and flying them to Alaska as soon as possible after they are originally released in the States. Chief engineer Vincent I. Kraft is in charge of the transmitter station, assisted by resident engineer David Jeffries and a crew of radio technicians who made the trip north to complete the project.

Electric Co. Expands

WESTERN ELECTRIC Co., large peace-time manufacturer of transmitting equipment and tubes, has established a new plant in Haverhill, Mass., which will employ from 1,500 to 2,000 workers. A large part of the plant will manufacture apparatus used in long distance telephone lines and other communications equipment. Before Western Electric became engaged in manufacturing for the armed forces, it was the source of supply for Bell System.

Canada Power Increases Asked by Western Assn.

REQUEST for power increase permits for all Canadian stations to the limit of their classification under the Havana treaty (recommended by the Canadian Parliamentary Committee in a recent report) was asked to be made of the Canadian Broadcasting Corp. by the Canadian Association of Broadcasters at the annual meeting of the Western Association of Broadcasters, CAB affiliate, held at Banff, Alberta, Aug. 23 and 24.

Other important topics discussed at the meeting were the possibilities of establishing a second network to operate across Canada, public relations, and the government's recently announced ban on ownership of more than one station. Alex Sherwood of Standard Radio and John C. Treacy of NBC's recording division gave developments on the transcription controversy.

Officers elected were: G. R. A. Rice, CFRN Edmonton, president; F. H. Elphicke, CKWX Vancouver, Bert Cairns, CFAC, Calgary, Lloyd Moffat, CKBI Prince Albert, and Roy Wright, CFAR Flin Flon, directors. Nominated for election as western directors of the CAB were G. R. A. Rice, Edmonton; A. A. Murphy, Saskatoon; Gerry Gaetz, Winnipeg; and Ralph White, Kamloops.

Dinner speaker was Capt. Freeman C. Bishop, chief of the U. S. Public Relations section, Northwest Service Command, U. S. Army, speaking on the Alaskan highway.

PRAISE FROM BBC

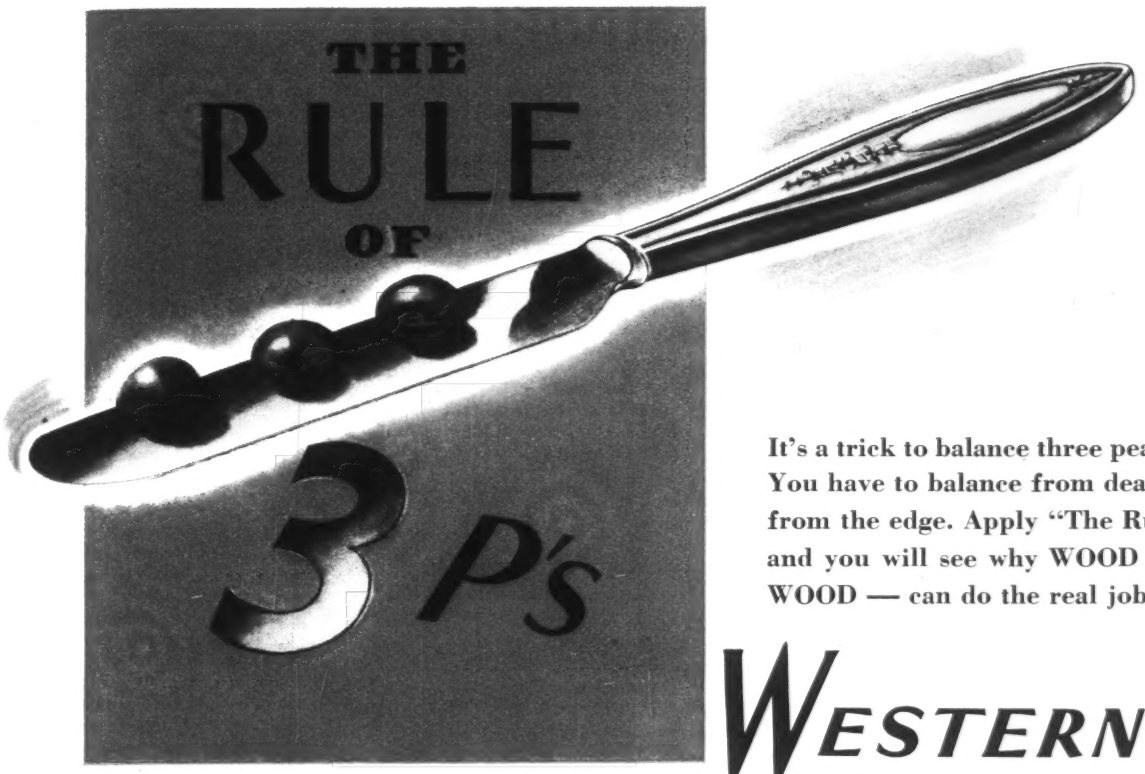
War Dept. Shows Impress English Listeners

RADIO programs produced by the War Dept. for transmission to the fighting forces are proving instrumental in promoting Anglo-American cordiality, Robert Foot, director general of the BBC, has informed Brig. Gen. Frederick H. Osborn, director of the Special Services Division.

Speaking for BBC listeners, both civilians and service forces, Mr. Foot cabled Gen. Osborn appreciation for broadcasts in the *Command Performance* and *Mail Call* series which paid tributes to the British army and the British people.

BBC, he cabled, is "sincerely appreciative of radio programs produced by Special Services for broadcasting by BBC domestically and overseas. Particularly grateful for special *Command Performance* produced for Army Week and special *Mail Call* for Workers' Gala Night and your own message for inauguration of general overseas service. All these much enjoyed by listeners and effective in promoting Anglo-American cordiality."

Special Service Division programs are not heard within continental U. S. They are recorded and beamed by standard band and short-wave to United Nations fighting forces.



It's a trick to balance three peas on a knife. You have to balance from dead center, not from the edge. Apply "The Rule of 3 P's" and you will see why WOOD — and only WOOD — can do the real job in the

WESTERN MICHIGAN MARKET

POPULATION

Grand Rapids is Michigan's second market, and is larger than the combined population of the next three Western Michigan cities: Kalamazoo, Muskegon and Battle Creek. WOOD broadcasts from the very *center* of this high wage territory of over a million listeners. No station on the *fringe* of this rich market can possibly deliver this audience.

PROGRAMS

WOOD is the only NBC station between Detroit and Chicago. WOOD pulls listeners because it delivers the programs "most people listen to most". *In Grand Rapids, listeners prefer WOOD 14 to 1 over any other 5000 watt station in Michigan.*

POWER

Power second to none in outstate Michigan has WOOD. It is the only 5000 watt station transmitting from Grand Rapids — in the *heart* of the Western Michigan Market — not 50 miles away on the fringe. WOOD delivers the *listeners* which advertisers must have to do a thorough job in Michigan's second market.

GRAND RAPIDS..NBC..5000 WATTS

"Outstate Michigan's Greatest Station"

Uncle Sam Keeps Interior Studio Busy

Thousands of Programs Transcribed or Sent Over Shortwaves

FOCAL point of Government radio programs, the Interior Dept. studios, among the best equipped in the United States, have been operating at near capacity as various Federal agencies use the facilities for domestic and foreign broadcasts.

Operating 24 hours a day, seven days a week, Interior studios present a steady procession of Washington officials, diplomats, translators, news commentators, musicians and dramatists who participate in programs sent to all parts of the world.

During a recent six-month period, according to a report by Shannon Allen, chief of the Radio Section, the studios produced 717 programs, both live and transcribed, and cut recordings from which 32,229 pressings were made by various agencies.

OWI Main User

Largest user of the Interior facilities is the Office of War Information which calls for practically every type of radio and transcription program. The bulk of OWI work is rebroadcast by shortwave. An example of the broadcasts sent out by this agency is a series of daily news programs in the Thai language at the time of the occupation of Siam by the Japanese. The material was transcribed and flown to San Francisco for shortwave broadcast.

Another series for OWI was made in connection with the International Student Assembly in Washington. Programs were made in all the native languages for shortwave broadcast to the various countries and included Dutch, Egyptian, Greek, Flemish, Chinese, Mandarin, Malayan and Czech.

Another important user of the studios is the military which frequently calls for services in connection with training programs. The Radio Section, during the period, made 220 master records for the Bureau of Aeronautics of the Navy for the teaching of all forms of code transmission. This is believed to be the largest single electrical transcription job in the history of the industry.

For the Bureau of Ships of the Navy, the studios transcribed 20 special 15-minute training programs and for the Bureau of Navigation a series of six special musical programs used in connection with cadet training.

A total of 76 programs were completed for the Industrial Services Division of the War Dept. which involved recorded messages from war heroes and military officials used in helping to increase industrial morale in war production plants. Another series of morale programs was produced for the Office of the Quartermaster General for distribution to all Army camps.

The Interior studios produce many of the programs of the Coordinator of Inter-American Affairs, including the series *The United Nations Speak*, for distribution by transcription throughout South and Central America, featuring various Latin-American diplomatic representatives. Various news broadcasts in Spanish and Portuguese are sent out by the CIAA from the studios.

The studios feed nightly to shortwave transmitters a CIAA program of news and comment in Spanish for South American audiences. This program is beamed from WRUL WCDQ WLWO WRX WCRC and other shortwave stations.

Once a week a program of military comment is fed to San Francisco where it is recorded and sent via shortwave a few hours later to South America. This program, which is in English, employs well known military analysts. A Spanish version of this show is fed to New York twice a week for recording and rebroadcast to South America.

Treasury Discs

The Radio Section produced a series of eight transcribed programs for the Treasury Dept. to aid the sale of War Stamps. Pressings were made from these transcriptions for distribution to stations throughout the country.

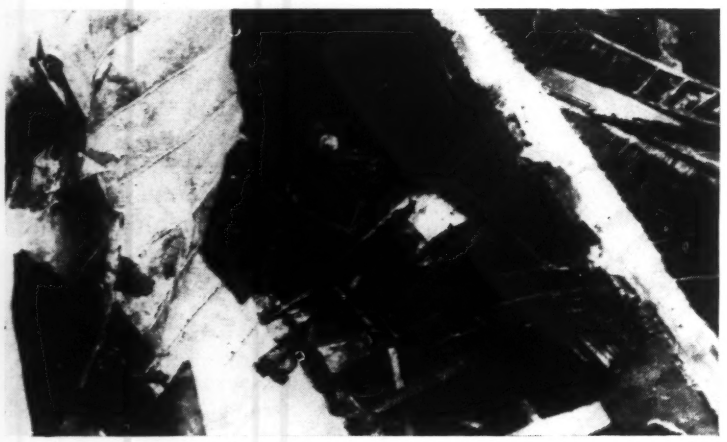
The studios have produced programs on Victory Food Specials for the Dept. of Agriculture, conservation programs for the Solid Fuels Administration, programs for the War Manpower Commission, Federal Security Agency, various bureaus of the Dept. of the Interior, and other agencies.

The main studio of the Radio Section is completely equipped for dramatic productions and has been used to present such dramatic shows as *An American Prayer*, a half-hour documentary produced for the Interior Dept. which is broadcast every Thanksgiving through one of the networks. This program draws a wide response from all over the country.

Professional talent, including both actors and musicians, are drawn from Washington and vicinity for the various programs and the studios maintain a script department to assist Government agencies in the preparation of broadcasts.

NEIGHBOR STATIONS RESCUE WFIG

Help Establish Temporary Studios When Fire Destroys Facilities in Sumter, S. C.



After the Fire—WFIG's Main Studio and Control Room

STUDIOS completely destroyed by fire on Aug. 12, WFIG Sumter, S. C., was back on the air in less than 48 hours, due to the generous help of WCOS and WIS Columbia, S. C. The fire was discovered at 1:35 p.m. when Ray Caddel, announcer, cut in and said: "Emergency announcement—fire department report to radio station—on fire." He left the building by ladder when the fire equipment arrived.

T. Doug Youngblood, vice-president, rushed from his home a mile away and into the burning building. Cutting the main switch, he seized $24,000 in unissued war bonds and made for the ladder.

Lt. Julius Brody, president of the station who was on furlough at the time, and Mr. Youngblood left for Columbia at 5:30 p.m. when it became evident that the fire was beyond control. They contacted WCOS and WIS for emergency equipment and through the help of these stations' engineers, Harry Clippard of WCOS and Edwin Roman of WFIG, had temporary studios in operation on Friday, Aug. 13, at 10:35 p.m.

The WFIG studies were completely destroyed, as can be seen from the accompanying picture. The only piece of equipment that can be salvaged is the air conditioner. Plans are being made to rebuild the studios and offices at present transmitter site.

WNEW Revamping Program Policy

Supplements Recordings with Variety, News and Drama

THOUGH MAINTAINING its standing as "the record station," WNEW New York, has embarked on a policy of greater scope and variety in programming, and Sunday, Aug. 29, put into effect an extensively revamped schedule that day. Station is adopting the policy in recognition of independent stations' trend towards better programming as a means of competing against concurrent network shows.

Change in Sunday schedule consists of removing a number of straight recorded music shows, substituting disc programs with special frames and inserting news, variety and drama. A total of more than four hours within the 1 to 11 p.m. period are involved in the new programming.

Recreates Past

One of the half hour record programs with special feature frames is *The Time Machine*, 25-minute show 4:35 p.m. Central idea is return to the past aided by an imaginary Time Machine. Wax recordings are used to recreate events such as King George of England's abdication speech, or Helen Morgan singing a torch song of the '20's. Music now banned in Axis-controlled countries is presented on *Music in Exile*, the station's only classical music broadcast. *Lady of the Evening* brings a different songstress to the microphone each week.

News programs added include a quarter-hour broadcast by Kerby Cushing and *Around the World in 30 Minutes* which combines wire news, a London pickup, a Washington news commentary and sketch of a prominent international figure.

Drama and variety are supplied by *The Weird Circle*, mystery series sponsored by Howard Clothes replacing John B. Kennedy on Sunday; and *Stars and Stripes in Britain*, BBC feature which shifts to a later Sunday afternoon period.

Conkey Sponsoring

G. E. CONKEY Co., Cleveland (Conkey's Y-O Feeds), on Oct 2 starts sponsorship of a quarter-hour Sunday morning newscast on WLS Chicago. Contract is for 52 weeks. The company is also placing a varying schedule of announcements and quarter-hour programs on 20 midwest and eastern rural stations. Account is handled by Rogers & Smith, Chicago.

SPONSORS SPEAK LOUDER THAN WORDS

To the tune of **221** *sponsored quarter-hour programs a week!*

Joseph Hershey McGillvra; National Representatives

Ralph N. Weil, General Manager

Only M. I. D. graduates need apply

● **M.I.D.**—Material Inspection Department – is the first of many watchdogs that guard Sylvania Radio Tube quality. Before acceptance for precision fabrication, molybdenum, nickel, mica, strip steel, glass, plastics – all materials delivered – must pass exacting tests and graduate from M. I. D.

Here a trained inspector subjects tungsten to a microscopic test. From her table, it will pass on to micrometer and tensile strength measurements, mechanical and other tests.

And, once accepted, all materials that go into Sylvania Radio Tubes undergo successive quality inspections through every step of manufacture. Thus, Sylvania's reputation for specialization in electronics is jealously guarded by hundreds of alert and painstaking inspectors on watch for the microscopic flaw.

That is why you can specify Sylvania Radio Tubes and Electronic Devices with confidence that the name they bear is a guarantee of quality.

QUALITY THAT SERVES IN WAR

RADIO DIVISION **SYLVANIA** ELECTRIC PRODUCTS INC.

Emporium, Pa.

INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES

Gas Cut Makes Shopping Service Hit

90% Of Spokane Store Mail Orders Come Via Program

By CHARLES W. CLAY
Advertising Manager
The Palace, Spokane

"HELLO AGAIN. This is Edna Perry speaking, your personal shopper at The Palace Store in Spokane." With these friendly lines *The Morning Mail*, quarter-hour broadcast, is launched Monday through Friday at 9:30 a.m. on KHQ Spokane. This highly successful department store program is a development of gasoline curtailment, restricting the populace of the "Inland Empire" (eastern Washington, Idaho, Oregon and Montana) from their customary shopping expeditions to Spokane.

Born in the studios of KHQ and built around a "musical postman," the script was polished carefully before executives of the store, Spokane's second largest, were invited for the audition. It clicked. Anticipating curtailment of travel, the Palace had been publishing monthly bulletins to promote shopping by mail, and while it is not a mail order house, the management quickly recognized the possibilities of a personalized radio shopping service.

Programs Gets Orders

Now in its eighth month (July) *The Morning Mail* has grown rapidly. Today, better than 90 per cent of all mail orders received by the store are personally addressed to Mrs. Edna Perry, the personality voice of the broadcast.

The Morning Mail has but two characters, the "musical postman" who is also the announcer, and Mrs. Edna Perry. Frequent musical numbers by KHQ talent round out the program.

What makes this program tick? Let's take a peek back stage.

When the client signed, its shopping service was merely a lusty infant as yet unnamed. Choosing an appropriate name for the personal shopper whose inveigling voice and personality were to woo long-distance shoppers via the postal system, was of grave importance. It had to be simple, short and easy to pronounce; preferably euphonious with that of the sponsoring store. Ultimately, "Edna Perry of The Palace" was chosen. In spite of its apparent simplicity, many letters are received addressed to "Edna Barry", "Edna Parry", and similar variations. To suggest greater experience in shopping and a broader understanding of consumer requirements, the designations of "Mrs." was unanimously agreed upon; thus, Edna Perry became "Mrs. Edna Perry."

Next arose the problem of actual shopping in response to mail requests. Should the radio "Mrs. Perry" fill incoming orders? This was infeasible; her time was needed for script preparation and other studio activities and she was not conversant with the store's merchandise. It was therefore imperative that another Edna Perry . . . a dual personality . . . be created within the store. It would be her province to fill orders, act as the customer's representative on shopping expeditions, attend to the correspondence or supervise it and when occasion necessitated, meet personally and shop with those out-of-town patrons who were fortunate enough to get to Spokane. She, of course, would have a copy of each daily script so as to be familiar with what her alter ego had said over the ether.

War Services

For both Perry roles it was extremely important to engage the services of a confidence-inspiring voice, an affable disposition and a general understanding of the average woman's shopping problems. Mrs. R. H. Eddy, who came to KHQ from Chicago, efficiently attends to the preparation of the script and plays the radio role. To sustain interest she injects stories from the studio teletype, contrasts the good old days with modern times and interviews special guests on the war effort and other timely matters. For added flavor, lively vocal and instrumental music is an integral part of each quarter-hour.

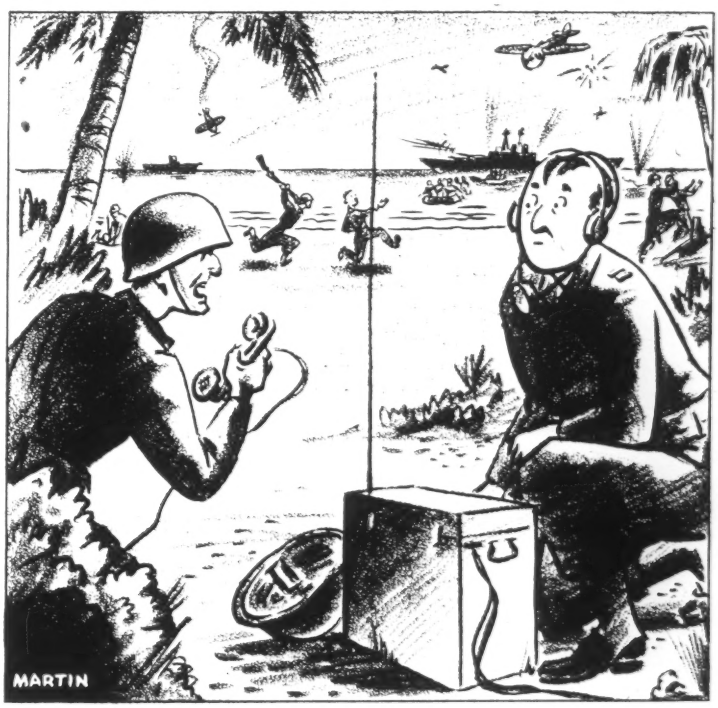
A member of the local rationing board talked on the subject of canning sugar on a recent broadcast. Recruiting officers for the Waves and Marines, Red Cross activities, VFW Poppy Day sponsors, civic officials presenting the critical need of rooms to rent in Spokane's housing crisis . . . these are typical of *The Morning Mail* special guest list. Once every two weeks a four-minute skit entitled, "Mr. and Mrs. Watson," in the chatty style of Fibber Magee and Molly, is presented.

Aim to Fill All Orders

Fan mail of this strictly local program is usually of a confidential nature. Some correspondents bare their intimate personal problems, appealing to Mrs. Perry as a veritable Dorothy Dix-Beatrice Fairfax. More routine are such inquiries as one recently about a suitable wedding gift for a young couple who will not set up housekeeping until the end of the war. Another woman wrote, "The son of my husband's business partner was married to a girl back East whom I have never met. I know nothing of her likes or preferences. The gift should not be perishable, too weighty or too bulky." Another correspondent asked, "will you look after my daughter when she comes into your store later in the spring to select her graduation clothes? It will be impossible for me to come with her."

Since merchandise rationing, with its uncertainty in deliveries, The Palace has discontinued its mail order bulletins and now relies entirely upon *The Morning Mail* for mail patronage and contact with rural customers. The shopping staff, now greatly augmented, makes a sincere effort to obtain for its patrons whatever article or service is desired from whatever source it may be acquired in Spokane. One such example was the request of a women in Montana ordering a box of candy sent to a man in the service. The Palace does not carry candy but made the purchase elsewhere.

It so happens that *Breakfast at Sardi's* is on the air at 9:30 a.m. and provides pretty stiff competition for *The Morning Mail* in Northwest states. Nevertheless, The Palace Department Store is getting an excellent response and is a firm believer in radio advertising. In addition to its quarter-hour daily (except Saturday and Sunday), The Palace also uses spot announcements on two Spokane stations and one in Idaho.



Lynn Martin, Oklahoma Publishing Co., Oklahoma City
"It's One of Those Radio Surveys, Sir—They Want to Know What Program We're Listening To."

GA GA CULT
In Commercials Draws Poetic Assault, and Defense

BABY TALK in radio commercials got a going over in a recent Frank Colby column in the *Tacoma* (Wash.) *News Tribune*. Colby particularly went after the "sadly overworked cliche, 'crispy-crunchy,'" and perhaps this is what drew the retort from Marian Squire, of a Los Angeles agency. Here's what Miss Squire wrote to Colby, with his reply:

Dear Colby, . . . the "commercial" writer
Would like to have his burden lighter.
We'd much prefer to be adu't,
But ga-ga has become a cult.
And all our blurbs are based upon, sir,
The dictates of the lordly sponsor.
Our task is but to write the patter,
We have no voices in the matter.
I had to pen (and now I'm blushing
At owning to such infant gushing)
A line to make your eardrums pucker
About a "lovable, tubbable, seersucker".
We don't think that is what we're made for
But, Dear Sir, that's what we're paid for!

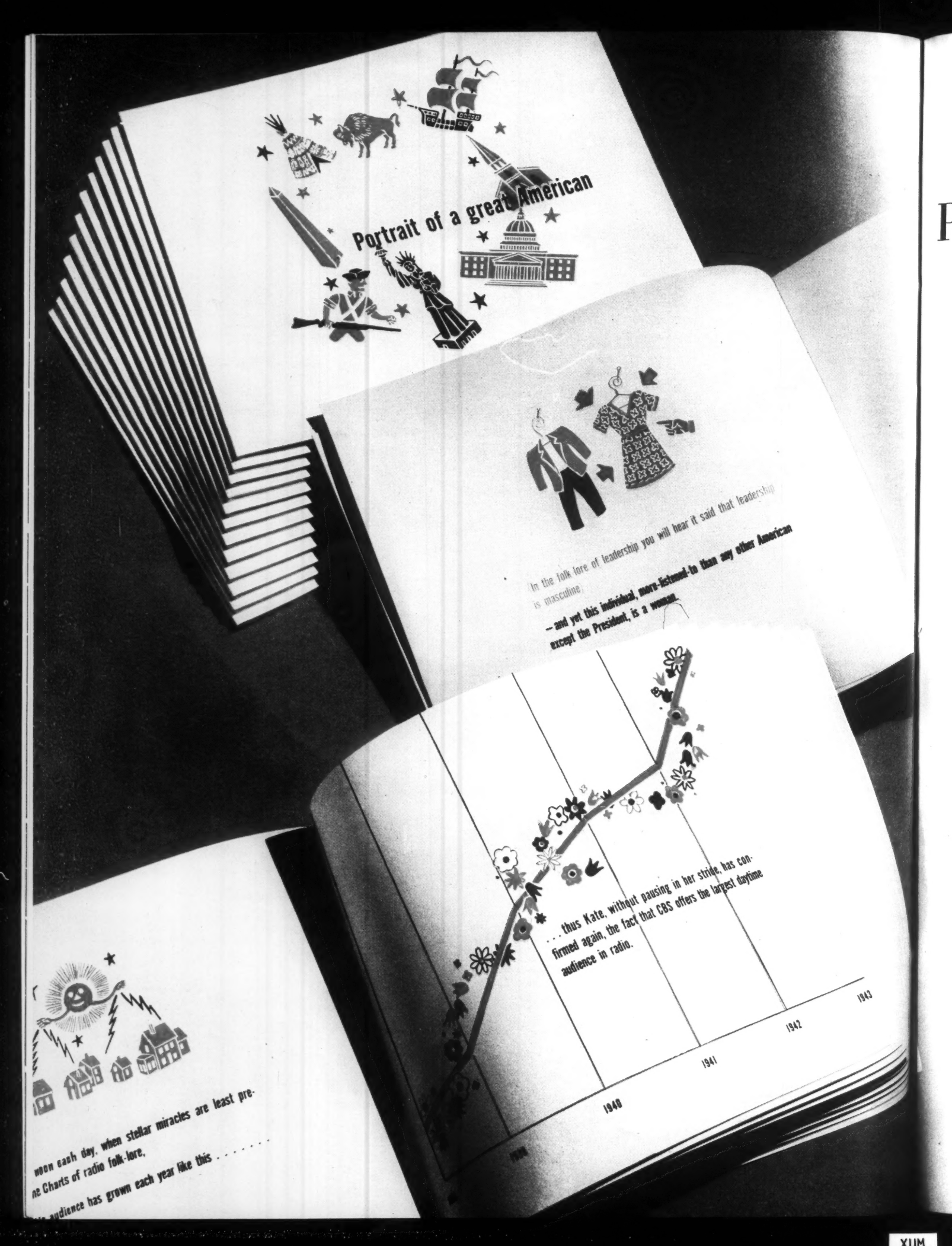
MY REPLY

Maid Mariana, your plight is dismal,
Why not take flight from this abysmal
Ga-Ga gabble? Alas! Alack!
Forsake the rabble—join the Wac,
Or Navy. Though the sponsor raves—
He'll dare not try to rule the Waves.

20th Century-Fox Lifts Ban on Air Appearances

BAN issued by 20th Century-Fox Film Corp, forbidding radio appearances of its contract players and stars on NBC sponsored programs has been lifted. Strained relations, in effect for almost one year, followed reference by Jimmy Fidler during the Sept. 20, 1942 broadcast of his BLUE program to Gene Tierney, 20th Century-Fox player, as smoking a cigar [BROADCASTING, Nov. 23, 1942].

When the network refused to make public retraction, the film studio cracked down with its ban. Protest by Sidney N. Strotz, NBC western division vice-president, that the network was being unjustly penalized, as the BLUE was a separate organization, went unheeded. Following a conference between Mr. Strotz and Lew Schreiber, executive assistant to Darryl Zanuck, head of the film studio, the differences were ironed out Aug. 17. However, 20th Century-Fox announced retraction of Fidler's statement must be made.


Portrait of a great American
(In the folk lore of leadership you will hear it said that leadership is masculine)
– and yet this individual, more-listened-to than any other American except the President, is a woman
. . . thus Kate, without pausing in her stride, has confirmed again, the fact that CBS offers the largest daytime audience in radio.
1940
1941
1942
1943
noon each day, when stellar miracles are least pre-
ne Charts of radio folk-lore,
audience has grown each year like this . . . . . .

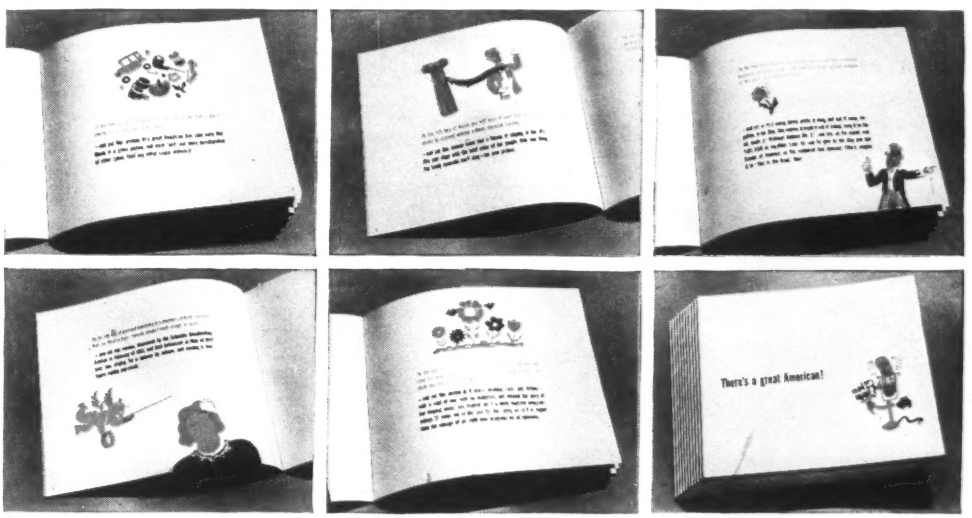
Perhaps not a collector's item

. . . but again, perhaps, it is.

If you haven't received your copy you'll probably want it.

So write to Columbia Broadcasting System, 485 Madison Avenue, New York 22, New York, asking for a copy of "Portrait of A Great American" and you'll get it.

It tells a story of leadership, both personal and network, which is unique on this global globe.



This is CBS . . . the Columbia Broadcasting System

How an idea and a pair of scissors became a network program in 6 weeks

Once in a blue moon a new radio idea is born. Such is KPO's "News in Advertising."

In today's advertising is exciting news—glimpses into the streamlined world of tomorrow—trips behind the scenes in our busy war production plants. Expert KPO newsmen blend current advertising stories into a fast moving, entertaining program—a new kind of newscast—News in Advertising.

News in Advertising was broadcast first as a local KPO show. It clicked instantly. Now listeners to 16 NBC stations in the west learn how Bell Telephone Company equipment is used by tough marines for the "Guadalcanal Tel and Tel"; how the Monsanto Chemical Company helps army cooks bake tastier cakes. Learn, too, about synthetic rubber and new faster planes; about new guns and machines and unbelievable new inventions—things we'll all want to have when the war is won.

News in Advertising is typical of the original thinking that makes—and keeps—KPO dominant in Northern California.

Get the facts...and you'll be on

KPO

REPRESENTED BY NBC SPOT SALES

New York • Chicago • San Francisco • Boston • Cleveland • Denver • Washington • Hollywood

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

ASCAP AGREEMENT NEAR SETTLEMENT

ASCAP's plan to extend its membership agreements for an additional 15 years from the present expiration date of Dec. 31, 1950, or until the end of 1965 [BROADCASTING, July 26], is practically settled, according to an ASCAP spokesman who said last week that favorable responses had been flooding in and there was no doubt that the week-end mail would pass the required 80% mark.

Percentage figure is based on royalties, it was explained, and not on a pure percentage of total membership in either the writer or publisher division. More than 60 publishers and well over 700 writers have approved the extension of their contracts with ASCAP, with practically no opposition.

Plan insures continuance of the Society's present arrangement of dividing its royalties equally between writer and publisher contingents through 1965 and avoids the danger of a break between the two factions which, some members feared, might follow a decision in the BMI-Marks suit scheduled to come to trial this fall. This suit asks the court to determine whether the performance rights to musical composition are vested in the composers or the publishers, a question arising when Edward B. Marks Music Corp. began licensing its music through BMI while the composers of certain compositions in the Marks catalog retained their membership in ASCAP.

Toothpaste Firm Cited Of False Claims by FCC

FORHAN'S TOOTHPASTE, Zonite Products Corp., New York, has been cited by the Federal Trade Commission as misrepresented in radio and other advertising. The FTC complaint against Zonite also names Erwin, Wasey & Co., New York, adv. agency which has prepared and distributed advertising matter for Forhan's.

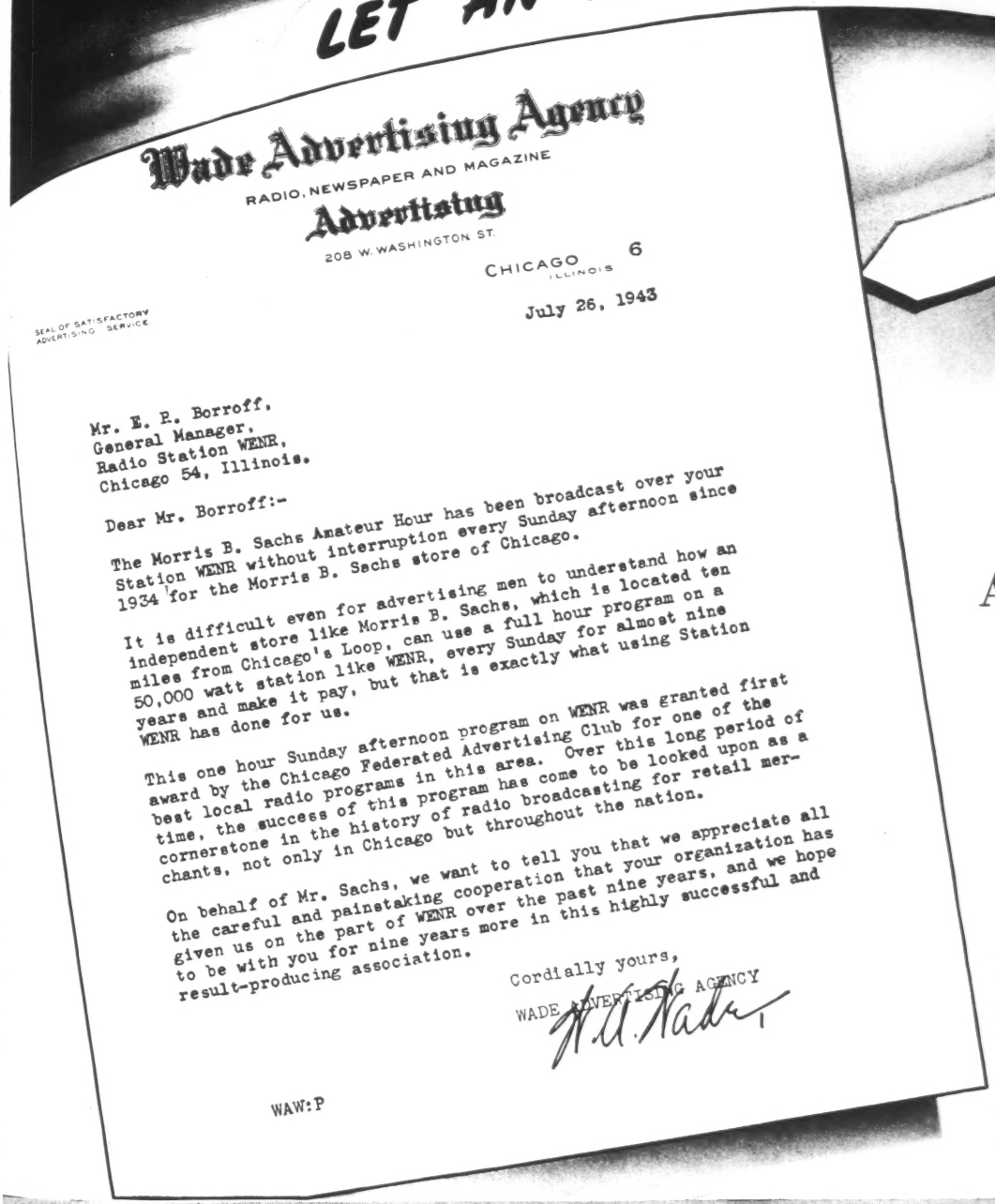
The Commission alleges that use of Forhan's toothpaste will not afford protection against gingivitis and is of no value in its treatment; that the toothpaste will not necessarily produce whiteness or lustre of teeth; and that no substantial body of dental opinion holds that the dentifrice will protect the teeth against acids or acid films and that no substantial number of dentists has recommended Forhan's, all claims made in advertising the dentifrice, FTC alleges.

From Mike to Movies

DENNIS DAY, vocalist on the weekly NBC *Jack Benny Show*, has been signed to a seven-year film contract by MGM. He will have a major role in the musical, "Ziegfeld Follies", which will also include Jimmy Durante. Eddie (Rochester) Anderson, colored comedian on the Benny show, has also been signed by MGM. Donald Wickson, baritone on the CBS *Blue Ribbon Town*, will have a singing role in the musical film "Up in Arms," to be produced by Samuel Goldwyn Inc.

Does WENR produce results?

LET AN ADVERTISER TELL YOU



Wade Advertising Agency
RADIO, NEWSPAPER AND MAGAZINE
Advertising
208 W. WASHINGTON ST.
CHICAGO 6 ILLINOIS

SEAL OF SATISFACTORY ADVERTISING SERVICE

July 26, 1943

Mr. E. E. Borroff,
General Manager,
Radio Station WENR,
Chicago 54, Illinois.

Dear Mr. Borroff:-

The Morris B. Sachs Amateur Hour has been broadcast over your Station WENR without interruption every Sunday afternoon since 1934 for the Morris B. Sachs store of Chicago.

It is difficult even for advertising men to understand how an independent store like Morris B. Sachs, which is located ten miles from Chicago's Loop, can use a full hour program on a 50,000 watt station like WENR, every Sunday for almost nine years and make it pay, but that is exactly what using Station WENR has done for us.

This one hour Sunday afternoon program on WENR was granted first award by the Chicago Federated Advertising Club for one of the best local radio programs in this area. Over this long period of time, the success of this program has come to be looked upon as a cornerstone in the history of radio broadcasting for retail merchants, not only in Chicago but throughout the nation.

On behalf of Mr. Sachs, we want to tell you that we appreciate all the careful and painstaking cooperation that your organization has given us on the part of WENR over the past nine years, and we hope to be with you for nine years more in this highly successful and result-producing association.

Cordially yours,
WADE ADVERTISING AGENCY
W. A. Wade

WAW:P

A 9-year record of success!

As Mr. Wade says, "It is difficult even for an advertising man to understand how an independent store like Morris B. Sachs, *located 10 miles from Chicago's Loop,* can use a full hour program over a 50,000 kilowatt station like WENR every Sunday for almost 9 years and make it pay, but that is exactly what using WENR has done."

Now is a good time to find out what WENR can do for you!

WENR

50,000 WATTS—A CLEAR CHANNEL STATION—890 KILOCYCLES

Owned and Operated by the Blue Network Company

Represented Nationally by Blue Spot Sales

New York Chicago Hollywood Detroit

WJW Akron Move Set For Hearing

Request to Change Co. Name, Transfer CP, Also Set

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Present at initial broadcast were (l to r, standing): E. F. Kalkof, adv. manager, and C. F. Hatmaker, vice-pres. American Oil Co.; D. J. Smith, vice-pres., Pan-American Refining Corp.; E. G. McKeever, vice-pres., American Oil Co.; Paul White, CBS director news broadcasts; Joseph Katz, president Joseph Katz Co., Baltimore, agency in charge; William C. Gittinger, CBS vice-pres. in charge of sales.

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USO Shows-Talent On Air for Drive

Sesac-Treasury Plans Ready; Treasury Underwrites Discs

AS A TIE-IN with the third war loan drive which gets under way Sept. 9, permission has been granted stations to broadcast from the camps in their area the professional talent shows presented by the USO, heretofore unbroadcast.

Arrangements were completed last week by Leonard D. Callahan, SESAC, acting as radio industry-Treasury Dept. liaison, and Abe Lastfogel, in charge of talent for the USO Camp shows, whereby the individual stations can carry the shows either by live remote or transcription.

Stage-Screen Talent

The itinerary of the units, which feature an array of name radio, stage and screen talent, will be released shortly by the USO and distributed to stations by the SESAC station relations staff. Further information on the size and types of units can be secured from SESAC, New York, whose stations relations staff is acting in advisory capacity to the Treasury.

Simultaneously, the Treasury Dept. last week announced that it would underwrite the mechanical transcription costs where the stations made transcriptions on behalf of the war loan drive. This will apply to commercial or sustaining programs, and will cover only transcribing costs. It will not include engineering, talent, and other expenditures.

The SESAC station relations field representatives conferred in Washington last week with Vincent F. Callahan, press and radio chief of the War Savings Staff, on various radio aspects of the drive. Meeting with Mr. Callahan were: Emil J. Gough, West coast; Charles F. Barbe, central states; Bert Squire, Midwest; C. J. Culmer, Eastern states; and Leonard D. Callahan.

U.S. Drug Sponsors Help Canadian Stamp Drive

COOPERATING with the Canadian drug industry in their September War Savings drive are members of the United States drug industry who have pooled a radio advertising appropriation with Canadian manufacturers to further the campaign. *Fitch Band Wagon* program opens the drive Sept. 12 from Toronto with Guy Lombardo's orchestra on a CBC national network. U. S. Treasury has released dance band recordings, used in a similar drive in this country, to Canadian stations which will carry at least three of these recorded broadcasts a week.

Goal of the campaign is $300,000 for medical supplies for the armed forces. To aid the drive, CBC has waived its rule prohibiting transcriptions after 7:30 p.m. Sterling Products will push the Canadian War Savings Stamps and Certificates on their *Album of Familiar Music* (Aspirin), *Waltz Time* (Phillips Milk-of-Magnesia), and *Canadian Theater of the Air* (Ironized Yeast), all on Canadian networks.

Talent to Locals

USO Camp Shows, Inc., through the National Entertainment Industry Council, will make available the personnel of their shows to local radio stations throughout the country for programs in connection with the Third War Loan drive, it has been announced following a meeting of the NEIC's coordinating committee. Plans for a radio writing contest for men and women of the armed forces were projected at the meeting by Mr. Barclay Leathem, of the National Theatre Conference. NEIC radio activities which will center on the forthcoming War Loan Drive are being set up by the radio projects committee of the American Federation of Radio Artists.

STAGE CALLED BEST SOURCE OF TALENT

LEGITIMATE THEATERS still provide radio with the best acting and production talent, Wyn Wright, production director of the NBC Eastern Division told students at the second annual NBC-Northwestern U. Summer Radio Institute at the Evanston, Ill., campus.

"Successful actors need the perception and feeling of audience response before they face a microphone. They cannot get this experience from appearing before a studio audience; it can come only from years spent in the theater," he asserted. Wright also spoke on production problems, pointing out that while on occasion the industry can operate without restrictions, for the most part it must produce good drama under severe strictures of time, budget and talent.

War Relief Fund Under Way Oct. 4

Industry and Associates Aid In Appeal for $250,000,000

NATIONAL War Fund Campaign for 1943 will officially get under way on October 4 when local campaigns will be simultaneously initiated in every part of the country to raise $250,000,000 to support vital relief work on the military and home fronts.

Appeals will be made through newspapers, magazines, radio, outdoor boards and posters for contributions to the united campaign to support 17 major war relief agencies and countless local agencies aided by community chests in hundreds of cities.

Radio Time Allotted

Network time has been allocated by the Office of War Information for National War Fund programs during the four-week period following October 4 and time has also been allocated on local stations for special community programs.

Joseph R. Busk of Ted Bates Inc. is in charge of the radio scripts and production department. Heagan Bayles, Maurice H. Bent, Hubbell Robinson, Carl Swanson and Harold Wengler compose the committee under Mr. Busk.

Henry M. Wriston, president of Brown University, is chairman of public relations for the fund. Thomas D'A. Brophy, president of Kenyon & Eckhardt Inc., is chairman of the general publicity and advertising committee. Other members of the committee are Edwin Cox, Bernard Litchenberg, Thomas J. Ross, Raymond Rubicam and James W. Young.

Publication advertising has been prepared by a committee representing five different advertising agencies, with John P. Cunningham of Newell-Emmett Co. as chairman. Julian Field, Howard Newton, Ted Patrick, William Brooks Smith and Walter Weir are working with Mr. Cunningham. A series of 55 advertisements have been produced by the committee portraying the need for and purpose of the National War Fund. Series will soon be distributed to local campaign committees.

Chairman in charge of publicity is Bernard Litchenberg and his committee includes Carl Byoir, Gerald Swinehart, T. J. Ross, Harcourt Parrish, John W. Hill, E. M. Thierry and David Hinshaw.

Outdor and poster advertising are under Paul Holder of McCann-Erickson and serving with him are Carl Bondus, George Dearnley, Kerwin H. Fulton and Herbert Noxon. Poster and billboard publicity will also be available for local use.

The National War Fund was formed on the recommendation of the President's War Relief Control Board to present a single united appeal which would eliminate competition and duplication between relief agencies, saving time, effort and expense. The war relief agencies represented are: USO, United Seamen's Service, War Prisoners' Aid, Belgian War Relief Society, British War Relief Society, French Relief Fund, Friends of Luxembourg, Greek War Relief Association, Norwegian Relief, Polish War Relief, Queen Wilhelmina Fund, Russian War Relief, United China Relief, United Czechoslovak Relief, United Yugoslav Relief Fund, Refugee Relief Trustees, and United States Committee for the Care of European Children.

Censor Listens

LATEST CENSOR story comes from the Pacific. via Stanley Dixon, MBS commentator. Trying to find out which Mutual stations are carrying Dixon's commentaries, KSO Des Moines, where commentaries originate, sent out double postcard questionnaires to all 205 Mutual outlets. 38 days later, requested reply card arrived from KGMB Honolulu, stamped simply: "Examined by 2781".

NEW ZEALAND RADIO 'GOES AEF'

Two Island Broadcast Services Schedule Programs Especially for Our Troops

By HOWARD C. BROWN

American Representative
New Zealand Commercial Broadcasting Service

HAVING volunteered to entertain the American armed forces in New Zealand, the National Broadcasting Service and Commercial Broadcasting Service are doing a noteworthy job in making American troops feel "at home". In addition to releasing OWI and War Department programs transcribed especially for the AEF, the NBS and CBS have devised a series of locally produced broadcasts.

After offering their cooperation upon arrival of the first troop contingent, both broadcasting services, which function as a part of the New Zealand government, completed details of a radio tie-up with the American troops. Under the set-up, New Zealand was the first to arrange for continuous broadcast of *Command Performance*, transcribed series produced under auspices of the Special Services Division, War Dept.

New Zealand also was first to request other programs produced by the War Department and OWI. To meet the American-born enthusiasm for baseball, arrangements were made to rebroadcast transcriptions of the 1942 World Series. During summer months the weekly Sunday New Zealand games staged by the U. S. Marines were released locally on 2ZB.

Semper Fidelis, all-Marine broadcast, with exception of the m.c., is presented each Sunday on New Zealand commercial stations. The all-around variety show was originally designed for the United States as well as troops in New Zealand and includes a quiz, orchestra, songs, "The Mighty Marine Matinee Players" and a brief narration of Americans' experiences in the land "down under". Also utilizing AEF talent, *Paging Uncle Sam* and *Kiwi Command Performance* are produced with cooperation of the two New Zealand broadcasting services.

Frequent U. S. Marine band concerts are scheduled with Marine Gunner Gus Olague conducting. In addition to these series using American talent, a weekly children's broadcast features Lt. Fred Babo. In role of "answer man", Lt. Babo attempts to answer questions of New Zealand children pertaining to America.

UNIVERSAL MICROPHONE Co. Inglewood, Cal., which has been making the T-30 throat microphone for the Signal Corps is now making the instrument available in bulk orders to prime and sub-contractors for the government. Microphone is non-locking, thus leaving operator's hands free. To be complete, the microphone requires an extension cord CD 354 and switch assembly CD 318 or CD 508. Latter contains press-to-talk switch.

WATCH YOUR COVERAGE!

YOU'VE GOT TO CAST YOUR LINE IN THE LAKE TO CATCH FISH!

No matter how fine your tackle or how choice your bait, the thing is to be sure of your stream!

Fifty Thousand Watts at WWVA, plus a highly individualized operation, give you good "fishing grounds" in Ohio, Pennsylvania, West Virginia, Maryland and Virginia that embrace—

122 PRIMARY AREA COUNTIES

7,492,239 POPULATION

140 GOOD SECONDARY AREA COUNTIES

6,057,081 POPULATION

Desirable Acceptance Reflected in 249 Additional Secondary "Bonus" Fringe Area Counties in 26 States

Above figures compiled according to Mail Map Survey Standards approved by Timebuyers Committee of the Ame-ican Association of Advertising Agencies; Radio Executives Club; Department Broadcast Advertising and Research Division of National Association of Broadcasters.

50,000 WATTS EFFECTIVELY SERVING THE GREAT STEEL AND COAL BELT OF THE NATION!

BASIC BLUE STATION

WWVA
WHEELING, W. VA.
50,000 WATTS
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

JOHN BLAIR & CO. Represent Us

OTHER FORT INDUSTRY STATIONS — WSPD Toledo, O., WAGA Atlanta, Ga., WMMN Fairmont, W. Va., WLOK Lima, O., WHIZ Zanesville, O.

New Theme Song Chosen For War Bond Campaign

WAR BOND theme song chosen for the Third War Loan Drive is *Back the Attack*, transcriptions of which are being pressed now to be distributed for use by all stations during the Drive.

Title of the song corresponds with general theme adopted for the Third War Loan. Bob Forshew wrote the words and Ben Maughn has arranged the music. Recording is being made by David Broekman and his orchestra, with Barry Wood singing the words on one side of the record and Mary Small on the reverse side.

Advertising agencies are Young & Rubicam and Ruthrauff & Ryan.

Congress Remote

ON THE SPOT, play-by-play reporting of Congress is wanted by a WHEC Rochester listener, writes William J. Adams, program director. Asked the fan: "Is there some way you could report the doings of Congress moment by moment? You would have to be paid and I don't know how that would be accomplished but I surely hope you do it. The people should know who is absent; what those present are doing—if they are attentive and interested or day-dreaming with their feet on the desk."

New FM Show

STIMULATING further interest in FM programs, Stromberg-Carlson Co., Rochester, makers of precision radios, telephone and sound equipment, has acquired time on W59NY FM affiliate of WQXR N. Y. for the *Treasury of Music*, featuring classical and semi-classical selections. The half-hour show is heard Mon., Wed., and Fri. at 7:30 p.m. Placed on the air four years ago over regular broadcast channels of WQXR, the *Treasury of Music* was an immediate success. A similar Stromberg-Carlson program for FM listeners in upper N. Y. state, is broadcast over the company's FM station W51R Rochester, six nights weekly, 7:00-7:30 p.m.

BREAST-PLATTER

Mike Was Improvised With Pre-War Record

WHEN WPEN Philadelphia broadcast premiere of the film "This Is The Army" at the Mastbaum Theatre, its staff announcer, Don Frank, used a breastplate microphone, devised for the occasion by two of the station's engineers (Charles Burtis and Dick Shipp) when it was discovered that a regular chest microphone was not available. The announcer is shown interviewing Arthur Simon, general manager of WPEN (l), and Harold Lafount, president of the Atlantic Coast network (r). The breastplate mike, which enables the announcer to move around under crowded conditions and which leaves his hands free for holding scripts, was made from a 10-inch pre-war disc with the center hole widened to hold a Stromberg-Carlson Universal Dynamic microphone. Two holes were drilled at the upper and lower curves of the record and two ordinary dog leashes were used as fasteners. Twenty-five feet of cable gave announcer Frank freedom of motion in his broadcasts. The dog-leash microphone picked up the voices of two generals, two colonels, two majors, three captains, a rear admiral and numerous prominent persons of Philadelphia's civic, industrial and social life.

WINX **WASHINGTON'S *Own* STATION**

Pledged to Serve the Nation

Winx Building • Eighth and Eye Streets • Washington, D. C.

Mr. Basil A. Caparell
International News Service
235 East 45th Street
New York, N. Y.

Dear Mr. Caparell:

It has been over two years that we have used your International News Service, and for a station that has news every hour on the hour your service has been more than dependable.

At no time has a reasonable request from us been denied. I can truthfully say that your writers are of the best and your coverage more than adequate.

Your local office has always cooperated to the fullest extent.

Sincerely yours,

Sam Lawder

Sam Lawder, Program Director

Thank you, Mr. Lawder.

INS

Pamphilon Asks Permit To Sell WTBO Control

SALE of 124 shares of stock in WTBO Cumberland, Md., for $26,000 is asked in an application filed last week with the FCC by Leon E. Pamphilon, chief engineer of WTBO, which would give Mrs. Frank V. Becker 50 of the 124 shares and control. The remaining 74 shares would go to C. Z. Heskett, Cumberland attorney.

Mrs. Becker was already owner of 50% of the stock. Her husband, the late Frank V. Becker was killed in an accident early in 1942, shortly after the FCC had approved his purchase of the 49.6% owned by Mr. Pamphilon, which would have given him 99.6%. Upon his death the transaction was never consummated.

Also filed was an application to change WTBO's 820 kc frequency to 1450 kc and increase the time from limited to unlimited.

MAJ. GEN. PAUL B. MALONE, San Francisco commentator on the BLUE Newsroom Review, under contract recently signed with *Newsweek* Magazine, will contribute an article each month to that publication.

XUM

Nobody ever threw a clock at Lew Brock

THE Northwest Country used to be a place of pretty grim silences in the early morning. Housewives and farm-wives and welders and white-collar workers used to start the morning with a menacing "daybreak grouch."

Then came the "Sunrisers." Now all is sweetness and light—no one ever throws clocks at Lew Brock.

When they first went on WCCO seven years ago, the "Sunrisers" broadcast the first all-live-talent early-morning program in the Northwest. *More people now listen to WCCO from 6:00 to 7:00 A. M., than to all other Northwest stations combined.* And the grim dawn is filled with an hour of mellow music and chatter and cheerful noise.

Emcee Lew Brock, a former vaudeville star with a gift of (ad-lib) gag, rules the cast with a rod of ridicule: the Bob-O-Links (who sing) the Plehal Brothers (who blow harmonicas) Toby Prin and Harry Habata (who persuade the piano and accordion) Nan Murphee (who warbles) and Wally Olson's WCCO orchestra which drowns out practically everything east of the Rockies. But it's not *all* nonsense. In addition to comedy and song, there's major farm news, market quotations and the latest CBS-UP-AP news.

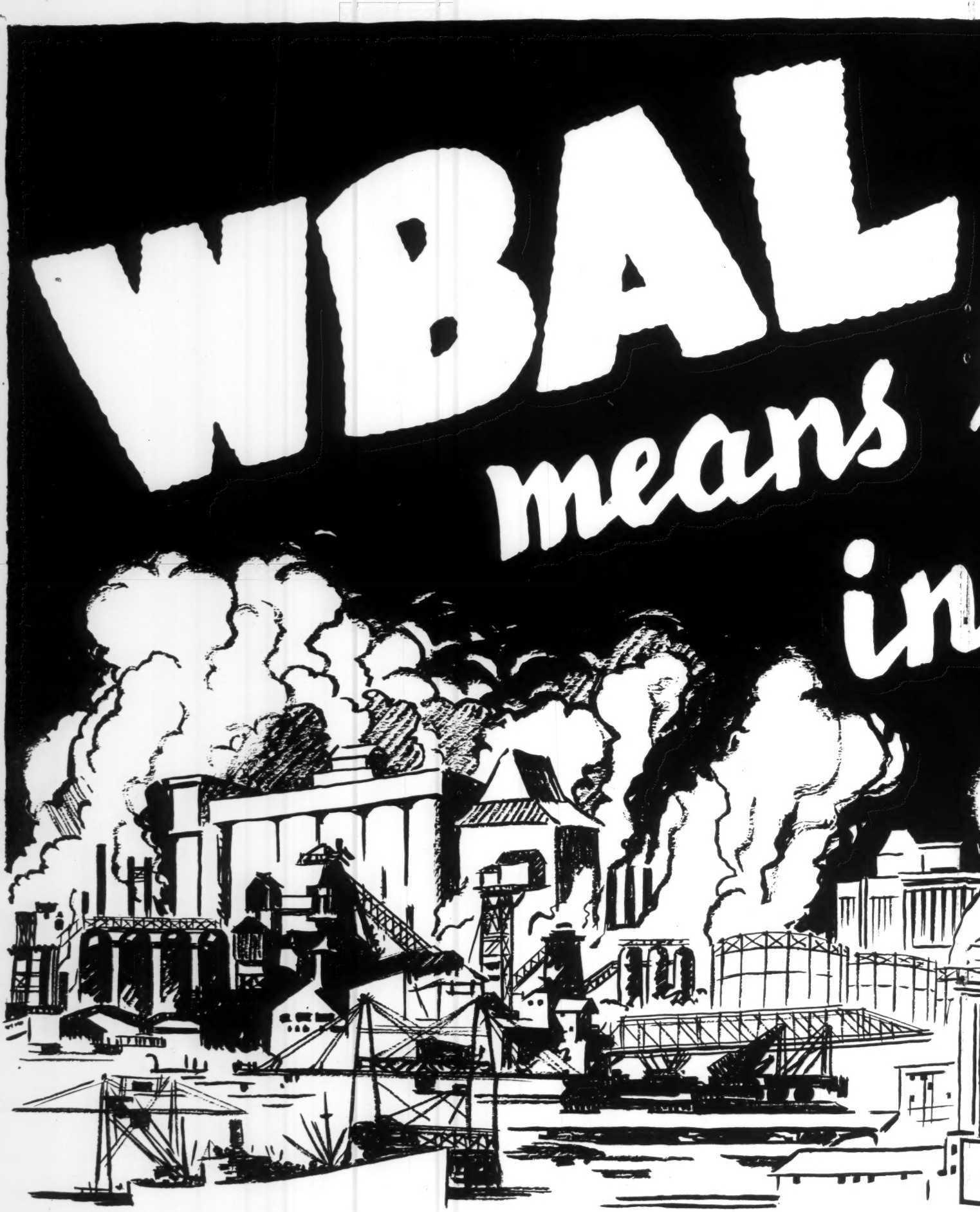
It's neighborly stuff, this nonsense on the air—like most everything else WCCO does for 24 hours a day. It's the sort of good neighborliness that has made WCCO so dominant in the Northwest.

"Sunrisers" on WCCO offers an opportunity to reach the prosperous Northwest at WCCO's low early morning rates. Participations are available. Ask us or Radio Sales.

Good Neighbor to the Northwest

WCCO
MINNEAPOLIS-ST. PAUL
50,000 Watts · 830 kc
COLUMBIA OWNED
CBS

Represented by Radio Sales, the SPOT Broadcasting Division of CBS


WBAL
means
in

business in Baltimore*

- Fastest Growing Big City in the East
- Great Industrial Center
- Diversification Insures Progress
- Plane and Shipbuilding Center
- A Great Port with a Great Future
- Intelligent Post War Planning

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

Jimmy's Zero Hour

JIMMY PETRILLO, it appears, is moving in for the kill in his recording fight. Having weathered a public opinion strafing exceeded only by what was heaped upon his colleague, John L. Lewis, Jimmy now is reported to be collaborating with certain record manufacturers in making a deal. It all depends upon whether the War Labor Board will let him get away with it.

Yet unverified, reports are heard of a deal between AFL and the record manufacturers, or certain of them, as distinguished from the transcribers, whereby a performing right would be recognized in recordings, with the "royalties" to be whacked up among the record company, the performing artist, and Jimmy's own cushy little union (which has an admitted bankroll of $2,500,000).

Jimmy has said that he wants the performers of music to get behind legislation to establish a copyright in recordings as a condition precedent to a settlement of the recording strike, in force since Aug. 1, 1942. One member of Congress—Baldwin of New York—already has announced his intention of fostering such legislation. Even one of the more prominent broadcasters, Lt. Col. Sam Rosenbaum, on leave as president of WFIL, Philadelphia, has urged the broadcasting industry to support this campaign.

What would such legislation do? It would make AFM another ASCAP. It would mean that a "fixed percentage" of the broadcasters' income would have to be earmarked for the use of recorded music—music already paid for to ASCAP or BMI or Sesac. It would mean, not double taxation, but triple or quadruple, for the same raw material, since royalties already are paid on records and transcriptions, whether library, or tailor-made.

Beyond that, it would open the flood-gates for those who allege they have legitimate right to their pound of flesh from radio. Certainly, if the performing artist, aside from his handsome stipend for performing, is to receive a royalty because of what he contributes to the service that is radio, then the transmitter manufacturer, the tube-maker, the microphone producer, the script-writer, the announcer and the engineer, all should share in radio's gross. Radio can't operate without them. It would turn our whole economic philosophy topsy-turvey.

We'll string along with John J. Gillin Jr., operator of WOW Omaha, who has answered the Rosenbaum effusion effectively and cogently, as reported in this issue. It is an open secret too, that Jimmy is having troubles of his own with bands which have been deprived of recording engagements because of the strike.

Jimmy's transparent "unemployment relief" hoax no longer is being trotted out. He now bases it on competition with the live musician, which is just as phoney, because AFM has more members than ever before, and more cash in its coffers.

It's a case of moving in on radio because it seems to be an easy mark. It's because Jimmy (and other unions) can get away with it under the anti-trust statutes, thanks to an indulgent Congress and an overly-sympathetic administration. These laws do not apply to labor unions. They give Petrillo power which he has elected to abuse with abandon.

That was bad enough in peacetime. But with a war on, and with recorded music a necessary phase in maintenance of war morale, it takes on a totally different complexion. It's up to the War Labor Board to construe this. Hearings are scheduled before a WLB panel beginning Sept. 6. This panel can order the "strikers" back to work. More than a year has slipped by. Another couple of weeks will tell—unless Jimmy makes his "deal" and gets away with it.

No 'Yes' Man, Please!

A VACANCY exists on the FCC by virtue of the still unexplained overnight rise and fall of George H. Payne, who was renominated June 30 for another seven-year term, only to find himself out of office July 1, when President Roosevelt summarily withdrew his name from Senate consideration.

Great gusts of silence have emanated from the White House since this unusual episode. Congress thereafter recessed for the summer to return Sept. 14. No new nomination has been made. It may be the intention of the Administration to await the outcome of events in Congress related to Cox Inquiry and the general attitude that something must be done about the FCC.

If the President, perchance, does decide to fill the vacancy, we hope he will go to the industry and select a practical broadcaster, or at least elevate a Government career man identified with practical or technical radio. The best bet, we think, would be to start from scratch with a clean slate, repealing the Frankfurter "control of the traffic" opinion. Speaker Rayburn has many supporters of his view that the law (we assume, before the Supreme Court "redefined" it) was good, but that its administration has been abominable.

Whatever the outcome—whether it be an entire new Commission by Congressional mandate, or an interim appointment filling the existing vacancy—we trust the President will see fit to make a merit appointment. All concerned would applaud promotion of a man like the FCC's chief engineer, E. K. Jett, who has distinguished himself during his years of government service. Selection of Captain E. M. Webster, FCC assistant chief engineer, now on active duty as the Coast Guard Communications Chief, likewise would win favor. The same holds for a man of the stature of Rosel H. Hyde assistant general counsel, and the FCC's oldest staff attorney in point of service.

If such merit promotions are not in the cards, then let's have a good, old-fashioned, hard-headed, practical broadcaster. In recent years it seems the prime prerequisite for appointment to the FCC has been utter lack of knowledge of the broadcastng industry, which entails about 99% of the FCC's work, natural and man-made. The Commission already is packed with members appointed from the common carrier regulatory field who are steeped in the public utility philosophy of regulation. This is wholly foreign to the broadcast field, which by specific provision of law is excluded from the public utility-common carrier concept.

What the industry wants least is another "yes" man or a lame duck hack politician.

Our Respects To —

WILLIAM DANDRIDGE TERRELL

TWELVE YEARS ago, on this page, we paid "our respects to" William D. Terrell, who then was rounding out two-score years of stewardship as Uncle Sam's first radio official. Published in the fourth issue of BROADCASTING to roll off a rather antiquated flat-bed, that sketch lauded Mr. Terrell, even then the "Grand Old Man" of radio regulation, for his distinguished service. That was when he was director of radio of the Department of Commerce, which policed the ether long before there was a Federal Radio Commission (created in 1927) or an FCC (born in 1934).

This marks the first time that we pay "our repects to" the same personage the second time. It's because 'Bill' Terrell, who turns in his radio inspector's badge (badge No. 1) after 40 years in continuous Government service Aug. 31, has really served a double tenure for his Government. He has been the No. 1 radio inspector since radio began. His communications career goes back more than 50 years—to 1889. In 1903, when he became the first U. S. "wireless" inspector, under the Treasury, he already had been in communications 14 years.

Mr. Terrell's retirement is voluntary. Twice before he has been exempted from automatic retirement—in 1941 and 1942—at the request of the FCC and with the approval of the President, necessary because he had passed the statutory age of 70. This month, on Aug. 10, he reached 72. His FCC associates felt they could no longer impose upon him to remain in office. So Bill Terrell, whose spirit, action and words belie his years, is going to take it easy.

Bill Terrell was never a dynamic, or spectacular operator. Basically an engineer, with the mind of a scientist, he got things done by the old fashioned formula of working with people. His contribution to the early growth of broadcasting and of high-frequency communication outstrips that of any other Government official. The men he has trained are in every phase of radio and electronic service. Those who still endearingly call him "Pop", can be found in all branches of the armed forces; in Government; in the radio and electronic laboratories, and in perhaps every phase of activity that had its genesis in "wireless".

In his well-earned retirement, Mr. Terrell can reflect upon those Terrellites who have achieved high places in Government and industry. He can recall how he brushed aside proffers to enter industry. He could have been a member of the FCC, or its predecessor Radio

(*Continued on page 42*)

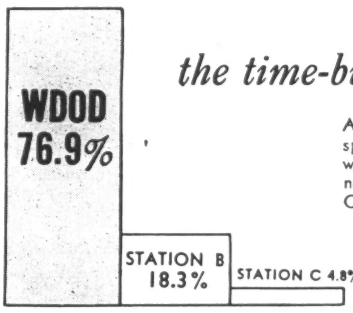
XUM

It's the "KNOW HOW" that counts!

WHEN a bombardier, attached to an American bomber squadron, releases his bomb load, he is putting into action the results of months of intensive training and knowledge . . a "know-how" that is the inevitable result of such experience.

WDOD has acquired a "know-how" in radio by virtue of more than 18 years of radio broadcasting to the Chattanooga market. This knowledge of public tastes and programming to suit these tastes is a result of an intensive application to the various problems of broadcasting that have arisen in the past two decades.

Hooper figures for Chattanooga show WDOD far out in front morning, afternoon and night.



the time-buyers' station

A recent survey of national spot business shows WDOD with 76.9 per cent of all national business placed in Chattanooga. Station B was awarded 18.3 per cent, Station C 4.8 per cent. Here is conclusive proof of WDOD'S dominance.

WDOD

CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.

Our Respects to

(*Continued from page 40*)

Commission, but he eschewed politics or high office. He can recall the Hoover Conferences of 1922 through 1925, which set the pattern for broadcast allocations, and which he in fact directed.

On the night of Aug. 31 (Tuesday) a group of his friends, and associates, superiors and subordinates alike, will pay homage to Mr. Terrell at a dinner in Washington. There will be a scroll, enscribed with the names of those who have been associated with him.

In 1931, when Bill Terrell had rounded out his first two decades of Government service, he was presented with anniversary gifts. But the one he prized most was an album containing the signatures of every member of his division staff, from assistant director to office messenger.

Some vital statistics about this slight, kindly, soft-spoken gentleman, who now enters upon the sunrise of a retirement well deserved: He was born in Golansville, Va., in 1871, and has continuously maintained his residence in the Old Dominion state,—at Arlington, Va., in the shadows of the towers of old NAA, first of the Navy's longwave transmitting stations.

After a perfunctory education in public and private schools and at business college, 'Bill', as a stripling of 18, in 1889 became messenger, telegraph operator and manager of the Postal Telegraph office at his home town of Golansville, Va. Thereafter, he was successively: manager, Postal Telegraph, Alexandria, Va., 1891-92; traffic and wire chief, Washington, D. C. 1893-1900; in charge of leased wire service American Can Co., New York City, 1900-01, and wire chief, Postal Telegraph in Washington, from 1901-03. Mr. Terrell began his government service with the telegraph bureau of the United States Customs Service, Treasury Department, in 1903, and served until 1911.

Then came the first appointment of a "wireless" inspector in the United States Government service. That was in 1911, and under the Department of Commerce. His only colleague was the late R. Y. Cadmus. Mr. Terrell covered the entire Eastern seaboard, headquartering in New York; Mr. Cadmus' "beat" was the West Coast.

In 1915 Mr. Terrell was transferred to Washington as "radio inspector in charge" and had a force of 35 people. He has served continuously in that or the equivalent capacity since. Technically, in 1932, he was shifted from that post of Chief, Radio Division, Department of Commerce, to Chief of the division of field operations of the Federal Radio Commission which had absorbed the Commerce Department's radio functions. Then in 1934 when the FCC was created, Mr. Terrell became Chief, Field Division, Engineering Department, FCC.

Cooper Debut

KENT COOPER, executive director of the Associated Press, who has had several popular songs published in the past, has written an operetta, "About the Girls", which will have its premiere on MBS' *The Chicago Theater of the Air*, Sept. 11. The AP executive has written words, music and libretto.

Mr. Terrell's radio fame is world wide. In addition to his significant participation in the Hoover radio conferences 1922-25, he has served as American delegate or technical advisor to numerous international conventions. He also served as Chairman of the highly important Interdepartmental Radio Advisory Committee. He served as delegate to international radio-telegraph conferences, London, 1912 and Washington, D. C., 1927; Technical Advisor, International Telegraph Conference, Paris, 1925; delegate to American Canadian Radio Conference, Ottawa, Canada; and the Safety of Life at Sea Convention, London, 1929; and Chairman, American Delegation European Broadcasting Conference, Paris, 1929.

Mr. Terrell has been accorded practically all honors in radio's sphere. He is a Fellow of the Institute of Radio Engineers, a member of the American Section, International Committee on Radio and holds an honorary membership in the Veteran Wireless Operators' Assn. He also holds membership in the Sons of Confederate Veterans, and is a Mason.

On Nov. 6, Mr. Terrell will observe his 42nd wedding anniversary. He was married in 1901 to Estelle Wilkerson of Washington. Their son, William D., Jr., is a practising physician in Washington. Their daughter, Charlotte, is married to a Coast Guard officer, and now resides in Norfolk.

Mr. Terrell's hobbies always have been people and radio. This winter, if everything goes right and gasoline rationing permits, he hopes to drive to Florida where he maintains a small home.

FCC In High Tribute to W. D. Terrell Now Retiring After 40 Years Service

HIGH TRIBUTE to William D. Terrell, chief of the field division of the FCC, who retires Aug. 31 after 40 years of continuous government service, was paid by the FCC in a letter to the veteran official made public last Tuesday by FCC. The letter, written by order of the Commission, lauded the 72-year-old official for his untiring work and his contributions to the growth of broadcasting and high frequency communications.

The letter, signed by Chairman Fly, follows in full text:

"On the occasion of your voluntary retirement from government service August 31, 1943, may I convey to you on behalf of the Commission and its staff, as well as personally, our sincere best wishes and our hope that you will continue to enjoy for many year to come health, happiness, and the satisfaction of important work well done. We know that the friendships cemented during our association with you will endure, and that you will continue to hold the respect of all concerned with radio which you have earned during your forty years of meritorious service to your government.

"In 1911, when you became the first United States Radio Inspector, you had already had twenty-two years of pioneer communications experience including eight years of government service. Thereafter, as Chief of the Radio Division of the Department of Commerce, you contributed more than any other government official toward the early growth of broadcasting and of high-frequency communication. Since 1932, as Chief of the Division of Field Operations of the Federal Radio Commission, and as Chief of the Field Division of the Federal Communications Commission, you have devoted yourself unremittingly and unsparingly to the duties of your office.

"We especially wish to thank you for your last two years on active duty, undertaken at our request and with the approval of the President after you had passed seventy, the statutory age of retirement for Federal employees, thus giving us the benefit of your expert advice and assistance during the most difficult period of adjustment to war conditions when your help was urgently needed.

"As tokens of your accomplishment and of the esteem in which you are held in your profession, you were elected a Fellow of the Institute of Radio Engineers in 1929 and made an honorary member of the Veteran Wireless Operators Association. You have represented this Government with distinction at many national and international meetings, including the International Radiotelegraph Conference, London, 1912; National Broadcast Conferences called by the Secretary of Commerce, 1922, 1923, 1924, and 1925; International Telegraph Conference, Paris, 1925; International Radio Conference, Washington, 1927; Safety of Life at Sea Conference, London, and European Broadcasting Conference, Prague, 1929. In all these lines of duty, you have brought credit to yourself and the government.

"Not the least of your services has been the selection and training of younger men who will now carry on the tradition of competence and integrity which you have established, and who will seek to maintain the high standards you have set. I know these men join with the Commissioners in appreciation and cordial best wishes."

Personal NOTES

BEN S. FISHER, Washington radio attorney, last Tuesday was inducted as president of Sigma Chi fraternity at a meeting in Chicago. He succeeds Dr. William H. Ricks of Nashville.

ROBERT WASDON, director of operations of WGKV Charleston, W. Va., will be inducted into the Army Sept. 25.

CHARLES R. DENNY Jr., general counsel of the FCC, is the father of a 6 lb. 6 oz. girl born Aug. 25.

WYLA CATTERTON, formerly office and traffic manager of KIEV Glendale, Cal., and Dean Dorn of Los Angeles, were married in Chippewa Falls, Wis., on Aug. 14.

MARK WAKEFIELD has joined the commercial department of KEVR Seattle as account executive.

DICK HARRIS, advertising manager of WAOV Vincennes, Ind., is the father of a girl.

WILLIAM D. CRAIG, recently returned to civilian life from the Army Air Corps overseas, has joined the KFRC San Francisco, sales staff as an account executive, replacing Boyd Rippey, inducted into the army.

JOHN L. AKERMAN, for approximately two years commercial manager of KPAS Pasadena, Cal., has resigned.

ROY GRANDEY, manager of KTKN Ketchikan, Alaska, is the father of a boy.

BOYD RIPPEY, account executive of KFRC San Francisco, has been inducted into the Army.

NORMAN NOYES, formerly NBC Western division coordinator of national spot sales and now in the Army Special Service Division radio section, New York, has been promoted to sergeant.

RUSS HORGAN, auditor at KYA San Francisco, has been named assistant to Manager Don Fedderson.

DAVID LUNDY, formerly business manager at KROY Sacramento, has joined the sales staff of KYA San Francisco.

HOWARD B. KLARMAN, recently with Crowell-Collier Publishing Co., and formerly with MacFadden Publications, has joined WMCA New York, as sales promotion manager succeeding Lucy Towle who has joined NBC's promotion staff.

CHARLES R. KELLEY is the new associate editor of *Buy-Way*, merchandising magazine of WLW Cincinnati.

AL LEARY, manager of CKCL Toronto has been appointed to a program liaison committee of MBS.

WILBUR WELSH, assistant eastern sales service supervisor of Mutual, and Audrey Haenssler, of Rochelle Park, N. J., were married recently.

JIMMY BARBER, assistant manager of KGVO Missoula, Mont., has been appointed to the publicity committee of the staff of the Third War Loan Drive for Missoula County.

We've almost put the doctors out of business...

Apples tell the WCSC story.

Three years ago the Gulf Fruit Company, Charleston distributors for Moore & Dorsey Virginia Brand Apples, bought a daily fifteen-minute musical show on WCSC to try something new: sell apples by brand name . . . make people ask specifically for Moore & Dorsey Apples.

A letter from the Gulf Fruit Company's president, S. A. Trakas, says: "The results in three years are *far beyond anything that I could have hoped for.* During the first apple season our sales increased approximately 160%. The next year sales increased 51%. And in this third apple season now ending, sales are, *believe it or not,* 100% greater than last season.

"One of the best tributes to WCSC is our experience with Colonial Stores, A.&P., and other retailers who would not stock Moore & Dorsey Apples. After two years of radio promotion, consumer demand was so great that these firms asked that we keep them stocked with Moore & Dorseys. Incidentally, our only promotion other than radio was occasional point-of-purchase display.

"Our brand of apples now *outsells all other brands together* in the Charleston area. I thought you would be interested in hearing about our success."

In the booming Charleston market where retail sales are up 31% over last year's all time record; where bus traffic has increased 622% since 1938, it's our ability to produce results like these —that has upped our *own* business 125% in the last four years. Ask the Free & Peters Colonel.

The CBS Station for the Coastal Carolinas

Father Draft Ordered by WMC; Congressional Action Expected

Local Boards Told to Draft 446,000 Fathers In 4th Quarter; Sequence Specified

WITH CONGRESS set to reconvene Sept. 14, it is expected that drafting of fathers, scheduled to begin in October, will receive early consideration. Chairman May (D-Ky.) of the House Military Affairs Committee has announced that he will introduce legislation on the subject and will ask for hearings to be held promptly. Sen. Wheeler (D-Mont.) also plans to take up the situation in the Senate.

In the meantime, local draft boards were called upon last week to draft 446,000 fathers to meet quotas for the last quarter of the year. In a letter to the boards, Maj. Gen. Lewis B. Hershey, Director of Selective Service, outlined in detail the basis for the decision to remove the ban on calling up fathers, effective Oct. 1.

Rep. Martin (R-Mass.), minority leader of the House, said on Wednesday in Denver that Congress will require "conclusive proof" of the need for drafting fathers in October. He asserted the subject will be one of the principal matters to be taken up when the session opens.

Order of Induction

Gen. Hershey told the boards that calls from the Army and Navy for the second half of 1943 will approximate 1,873,000. To meet this requirement there are only 1,427,000 men available, including new 18-year olds and reclassifications, leaving the 446,000 shortage.

He explained that the nearly 3,000,000 registrants in class IV-F can provide relatively few men in view of the present physical standards of the military services; that the 1,449,000 deferred because of agricultural activities are needed to maintain food production, and that the total of 1,373,000 in the group of occupationally deferred because of their work in the war effort includes many highly skilled and irreplaceable men working in the production of ships, tanks, planes and guns.

"It therefore appears, "Gen. Hershey asserted, "that the only large deferred pool remaining from which men can be called is the group of fathers, numbering 6,559,000. The fundamental issue is not whether we are to draft fathers but whether in the consideration of the war effort we will call those men least valuable to the war effort. Now that the drafting of fathers has been directed, available men are to be called for induction by local boards in the following order: (a) single men without dependents, (b) single men with collateral dependents, (c) married men without children, (d) men with children (non-deferrable activities and occupations), (e) men with children.

"It is clear that if a pre-Pearl Harbor father now becomes employed in a war plant he may be considered for occupational deferment under the broadened provisions of Local Board Memorandum No. 115. In view of the fact that replaceability has become extremely important in tight labor areas, local boards will undoubtedly give thorough consideration to the occupational deferment of fathers making a substantial contribution to the war effort". (Memorandum No. 115 establishes the policy under which occupational deferments are determined).

2,000,000 Job Changes

Coincident with the Selective Service instructions to the boards, War Manpower Commission Chairman Paul V. McNutt issued a statement through the OWI concerning the need for large-scale transfers from non-essential to essential activities.

These transfers will involve a "rock-bottom" minimum of 2,600,000 persons between now and July 1944, Mr. McNutt stated, explaining that expansion of the military services by 2,000,000 men during the next year, rising schedules of war production and need for replacements will be the principal factors.

Pointing out that there are now 55 areas of acute labor shortage and 81 areas in which a general shortage may be anticipated after six months, the WMC stated that 2,100,000 employed persons must effect transfers during the remaining months of the year and 500,000 must shift to war useful jobs during the first six months of 1944.

"Of the total transfers expected up to July 1944", WMC said, "about 800,000 are construction workers, a large proportion of whom will change their jobs as construction of military and naval facilities eases off with the completion of facilities for producing of war materials and vessels. These workers will then be turning out war materials instead of means for producing war materials."

The Commission emphasized that transfer from one war-useful job to another is uneconomical to a high degree unless there is a higher utilization of the worker's skill. It pointed out that in an area where laundry workers or teachers are scarce the transfer of workers in these occupations to jobs in a war plant creates a labor gap that must be filled by inexperienced persons and at the same time results in loss of time and skill in training the workers who shift to war plant jobs.

MEMORIES of by-gone radio days escape from scrapbook as Harold Essex, managing director of WSJS Winston-Salem and Allen C. Anthony, *Dr. I. Q.* announcer, recall the early thirties when Anthony was with CBS Chicago and St. Louis, and Essex was with WBBM Chicago. *Dr. I. Q.* Monday night broadcasts are currently originating in Greensboro through the facilities of WSJS, NBC outlet for Winston-Salem, Greensboro and High Point, Tar Heel state tri-cities.

BEHIND the MIKE

GLENN JACKSON, production manager and chief announcer of WSPD Toledo, has been made program director. Gene Soars, program director of WMFF Plattsburgh, N. Y., has joined the announcing staff.

ARTHUR JONES, former radio writer now identified with radio production unit of the West Coast Army Air Forces Training Center, Santa Ana, Cal., has been promoted to major.

POLLY PATTERSON, in addition to conducting the five-weekly half-hour cooperatively sponsored program, *Poliy & Pat*, on KPAS Pasadena has been appointed CBS Hollywood home economics director.

DOUG EVANS, former announcer of KFI-KECA Los Angeles, has been commissioned a second lieutenant in the Army. Tom Frandsen, also former announcer of those stations, is a lieutenant (j.g.) in the Navy.

JIM MAXWELL has rejoined the announcing staff of CKBI Prince Albert, Sask. Vaughn Bjerre is a new sports editor at CKBI.

FRANK CAPKA, former writer of KNX Hollywood and now in the Navy, has been promoted to yeoman second class.

JOHN RIDER, Hollywood manager of The Biow Co., currently is in New York handling production of the weekly CBS *Take It Or Leave It*, during illness of Jack Lewis, producer of program.

ART GILMORE, narrator on the NBC sustainer, *The Pacific Story*, has joined the Navy as lieutenant (j.g.). Gayne Whitman has taken over the network assignment.

TONY La FRANO, announcer of Don Lee Broadcasting System, Hollywood, has been assigned to the six-weekly quarter-hour *Norman Nesbitt-News*, sponsored by Studebaker Sales Corp. on that network. He replaces Charles Arlington, now in the Army.

SAM FULLER, former director of *Duffy's Tavern*, BLUE program sponsored by Bristol-Myers Co., New York, has been commissioned a lieutenant (j.g.) in the Naval Reserve.

GLENN WILSON, formerly announcer of WTIC Hartford has joined the CBS shortwave production and announcing staff. Network has acquired a new organist, Chet Kingsbury, free-lance artist, and has lost Bert Burman, organist for past three years, to the Army.

ETHEL COLBY starts a five-times weekly afternoon program of news and gossip of New York's theatrical district on WMCA New York Sept. 13. Program will be *The Broadway Busybody*.

JOHN B. HUGHES, Mutual's West Coast commentator, is expected to come East shortly.

AL SPAN, West Coast sound effects director of CBS Hollywood, is the father of a girl.

BLANCHE WOLFE, formerly in the publicity department of Paramount Pictures, and CBS' Artist's Bureau, has joined the public relations and press department of Mutual.

JAMES A. HAYDEN, 53, who directed *Irish Memories* on WEVD New York, died of a heart attack Aug. 7. He leaves his wife, two daughters and a son.

DICK JOY, newscaster-announcer of KNX Hollywood has joined the Naval Reserve and is awaiting duty.

BURLEIGH SMITH, formerly of KOB Albuquerque, N. M., has joined KFAC Los Angeles as announcer. He succeeds Max Mellinger, now in the Navy.

JIMMY MARTIN, announcer at WGAR at Cleveland, is the father of a boy.

BOB KELLEY, WGAR Cleveland sports editor, is back on the air after three weeks absence caused by pneumonia.

VERN CRAWFORD, announcer of KFI-KECA Los Angeles, has been inducted into the Army.

JEAN WRIGHT, program director and assistant to the general manager of WTOL Toledo, is leaving to make her home in San Bernardino, Cal. Charles Leslie Halteman, formerly with WIW, will take over program direction for WTOL.

JOHN BRINN, news editor and announcer of WCBI Columbus, Miss., has returned after spending several weeks conducting revival meetings in neighboring states. Bill McHan, production head of WCBI, substituted during his absence.

GRANT L. KUHN, former NBC Chicago page, has joined the announcing staff of WAOV Vincennes, Ind.

JACK BURNETT, formerly publicity head at the Chicago Stadium and previously in the publicity department and director of sport events for WGN Chicago, has joined the staff of WBBM Chicago as assistant director of special events.

MAURICE JOACHIM, writer-pro[illegible]r, has joined WHN New York, as [illegible]mentator on *Concert Hall*, series of recorded classical music programs.

JOE BOLAND, former sports and special events director at WSBT South Bend, Ind., has joined the sports announcing staff of WGN Chicago.

LES MITCHEL (eq), assistant program director of WBBM Chicago and former road company actor and director, shortly will go into free lance work as a producer, actor and writer.

THOMAS BRENEMAN, commentator and m.c. on the six weekly cooperatively sponsored BLUE *Breakfast at Sardi's* program, recently pe-

XUM

SCR-299
VANGUARD OF INVASION!

THE SCR-299 Mobile Radio Communications unit played a great part in the invasion of Africa and Sicily . . . these units were used as mobile radio stations, transmitting voice commands to fast moving armored units while in action, or as permanent radio stations . . . even under the most difficult operating conditions. A leading military authority said, "My observations in the theatres of war make it possible to say that the SCR-299 hit the jack pot in the mobile radio field as has the jeep in transportation."

BUY MORE BONDS!

the hallicrafters co.
CHICAGO, U. S. A.

THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER OF SHORT WAVE RADIO COMMUNICATIONS EQUIPMENT

XUM

WHAT EVERY RADIO ADVERTISER SHOULD KNOW!

Biggest in PEOPLE!

The Memphis Market (WMC measured day coverage area) has a total population of 3,092,108—the biggest in the South.

★

Biggest in AREA!

The Memphis Market includes 60 counties in Tennessee, Arkansas, Mississippi, Missouri, and Kentucky—the South's largest market area.

★

Biggest in BUYING INCOME!

With a buying income of $896,976,000, the Memphis Market has a greater buying power than any other Southern area.

★

Member of
SOUTH CENTRAL QUALITY NETWORK
WMC—Memphis
WJDX—Jackson, Miss.
KARK—Little Rock
WSMB—New Orleans
KWKH-KTBS—Shreveport

WMC
Memphis, Tenn.

5,000 WATTS - Day and Night
NBC NETWORK
REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY

Owned and Operated by THE COMMERCIAL APPEAL

titioned the Los Angeles Superior Court for permission to adopt that name legally. He has dropped the surname of Smith.

CARLETON KADELL has been assigned Hollywood announcer on the weekly CBS *Point Sublime* series. He replaces Ben Alexander recently commissioned a lieutenant (j.g.) in the Navy.

THAYER (JACK) ROBERTS has joined the announcing staff of WIBW Topeka, Kans.

RAY EDWARDS has been promoted to program director at WNLC New London, Conn., replacing Ted Hodge who has joined WTBO Cumberland, Md.

HAL MOON has joined the announcing staff of KQW San Francisco. He was formerly with KGVO Missoula, Mont., as news editor.

W. S. LUCKENBILL, staff announcer of KOMA Oklahoma City and "Roger King" to Southwest radio, is now in San Diego with the Navy.

GEORGE LILLEY, radio editor of the Philadelphia *Record*, has been appointed publicity and special events director of WCAU Philadelphia. He succeeds Henry T. Murdock, who leaves on Sept. 6 to become movie and dramatic editor of the Chicago *Sun*.

JAMES P. CROSSON, formerly of the Philadelphia *Record*, has joined the staff of KYW Philadelphia as news editor.

MADIE KELLY, of the program department of WIP Philadelphia, and William C. Lamb, of the advertising department of Armstrong Cork Co., Lancaster, Pa., will be married on Oct. 12.

LLOYD WESTMORELAND, publicity director of CKOC Hamilton, Ont., has joined the Royal Canadian Air Force as wireless mechanic.

WILL REEDER of the program department of CKWX Vancouver has been elected lieutenant-governor, division 1, Pacific Northwest District of Kiwanis International, at recent convention at Chehalis, Wash.

LARRY HEYWOOD, formerly of CFAC Calgary, Alta., has joined the announcing staff of CKWX Vancouver.

EVE KNABKE, continuity writer of CKWX Vancouver, was married recently to Sapper Jack Rickaby, of the Royal Canadian Engineers.

ROSS MORTIMER has been appointed program director of CJOR Vancouver with Nina Anthony as his assistant.

DAVE HILL has been appointed chief announcer of CJOR Vancouver.

CLINT BEUHLMAN, announcer of WBEN Buffalo produced two of his early morning broadcasts from Toronto's Fair For Britain recently.

TED DEVLIN, announcer of CBL Toronto, has moved to CBR Vancouver.

ERNIE KELLER and Tex Turner have been named co-program directors of WBIR Knoxville, Tenn. Vivian Ray will head the new traffic department.

CARL FREDERICK has joined the announcing staff of WIBG Philadelphia. He was formerly with WMBG Richmond, Va.

NORM SHERR, who left WBBM Chicago in 1935 for New York and Miami, has returned to the station as staff pianist.

MARY LITTLE, radio editor of the Des Moines *Register and Tribune* is on special assignment this month to WNAX Yankton, So. Da., to assist in publicizing the new tower for WNAX.

Army Time

SOMETHING new for listeners is provided by KTUC Tucson, Arizona, which is now giving time breaks in military terminology, known as "24 hour time". Under this system 1:00 p.m. becomes 1300, 2:00 p.m. becomes 1400, midnight becomes 2400. Lee Little, general manager, said, "We have a hunch that we have almost forced our listeners to tell time all over again."

IRA AVERY, formerly program technician, overseas branch of the OWI, and previously assistant program director of WOR New York, has joined NBC as a producer.

LEON GOLDSTEIN, publicity director of WMCA New York, will conduct a class in news writing, publicity and special features for the fall semester of NYU's radio course.

VERNE KING has joined the announcing staff of WINN Louisville, Ky. He was formerly with KBIZ Ottumwa, Ia.

EARL WILLIAMS has joined the announcing staff of KMYR Denver. He was formerly at KGGM Albuquerque. Bill Butterfield, KMYR night news editor, has been inducted into the Army.

FRED CAMPBELL has joined the announcing staff of WHIO Dayton.

EVELYN McCUTCHEON, author of prize-winning play in recent UCLA-NBC Radio Institute contest, has joined NBC Hollywood as staff writer.

ELISE GODDARD, formerly assistant continuity editor of KPO San Francisco, has replaced Harry Mayhorn, resigned, as continuity editor of KGO.

BILL BROWN, formerly news and sports announcer of WHO Des Moines has joined the news staff of KYA San Francisco.

JACK WILLIAMS is the new program director of KYA San Francisco, replacing Verne Wilson, recently inducted into the army.

LARRY SMITH, NBC's Pacific coast commentator, started his fall lecture series Aug. 25.

CHARLES LOGAN, formerly special events director at WBBM Chicago, who recently resigned from the OWI, plans returning to radio work in Chicago.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

CONNECT IN CONNECTICUT

Use WDRC to sell the Hartford Trading Area—Connecticut's Major Market—with an Effective Buying Income of $5028.60 per family! Write Wm. Malo, Commercial Manager, for full details. Basic CBS for Connecticut.

CBS

ICE JOB of retouching aided photographer in recording cele-ion of Old Settlers' Week at ley Square, Cincinnati. Three ran WLW-WSAI announcers o r)—Ken Peters, Bob Freed John Cornell—together with Jones (who was at the bar-), felt that something should one to distinguish them from freshmen on the announcing . Letting nature take her se, they raised the whiskers re-touching). But not for long. agement is said to have or-d the boys to mow 'em down.

GINIA SAFFORD has joined news staff of WTCN Minneapolis-Paul, commenting on the day's in the light of her own travels experiences on *Post Scripts on the* s. She wrote for newspapers and azines before coming to radio.

LLIAM KOSTKA, formerly pub-director of NBC, and at one associated with the Institute of lic Relations, has joined *Look* azine, as editorial manager.

SS WINNIE, assistant manager WTMJ Milwaukee and sports an-cer, has been appointed to the licity committee for the Milwau-Assn. of Commerce Post War ning Program.

CHARD HUBBER has joined the ouncing staff of WWVA Wheel-W. Va. He was formerly associ-with KTRI WRDW WHDL.

RT SONIS has joined the an-cing staff of WCHS Charleston, Va.

CK FARRELL joins WSB At-a as part time announcer. Now ivate in the Marine Corps he was merly with WSFA and WAPI.

RNARD ESTES, former publicity ctor of WHN New York and pre-sly in charge of publicity for NS New York, was appointed "ci-n coordinator" for the U. S. y "Wings For Victory" exhibit ew York through Aug. 29.

RT AUSMAN has joined the an-ncing staff of WKZO Kalamazoo-nd Rapids.

KGW

PORTLAND, OREGON

KEY TO THE GREAT WEST

5,000 Watts

620 Kilocycles

NBC RED NETWORK

Represented Nationally by

EDWARD PETRY & CO., Inc.

Radio Directors Planning Hollywood Guild Chapter

PLANS are underway to organize a Hollywood Chapter of Radio Directors Guild. Meeting was recently held in Hollywood to hear Robert Shayon of CBS New York, and treasurer of the Guild, explain workings of the organization, which is largely social in its function. Don Bernard, West Coast representative of William Esty & Co., presided over the meeting which was attended by approximately 50 persons. Formation of a Hollywood Chapter of RDG would be for the purpose of having a meeting place for directors on the West Coast as well as New York.

20 Years on Air

SECOND EDITION of "Twenty Year Club of Pioneers in Radio Broadcasting," released last week contains biographies of 112 veterans who have been associated with radio 20 years or more. Group was founded in April, 1942, by H. V. Kaltenborn, on the occasion of the NBC commentator's twentieth anniversary on the air. In a foreword to the latest edition of the club's membership roster, Mr. Kaltenborn announces plans for the publication by the club of a history of the beginnings of radio broadcasting. He asks that any pertinent material, including human interest stories recalling the early days of the industry, be sent to him at 167 East 64th St., New York.

CIO Rejected

CIO CHARTER, "offered indirectly" has been rejected by the Federation of Westinghouse Independent Unions, representing about 14,000 "white collar" workers in various plants of Westinghouse Electric Manufacturing Co. In an article in its official monthly publication, the Federation declares that the offer was made by the United Electrical, Radio and Machine Workers Union. Under the proposal, the Federation would be granted a charter independent of any other CIO local, so that it would remain an autonomous unit.

First FM Bulletin

VOL. 1, NO. 1 of *FM News Bulletin* was published Aug. 20 by Commercial Radio Equipment Co. for the trade in Kansas City, where Commercial Co. owns and operates FM station K49KC. Publication is designed to keep dealers informed on latest developments in the field, and the first issue was in celebration of first birthday of K49KC. Dealers' preparation for post-war consumer demand for FM radio sets was stressed.

BBC Monitor Board

A NEW MONITOR board is being installed at BBC headquarters in New York, and other technical facilities are being revamped to improve production quality of BBC features. Monitor board and console are expected to be in operation by September.

W. W. CHAPLIN, NBC news commentator, has written a book about his travels during World War II, which will be published this fall by D. Appleton-Century, under the title *70,000 Miles of War*.

SERVING THE GREAT

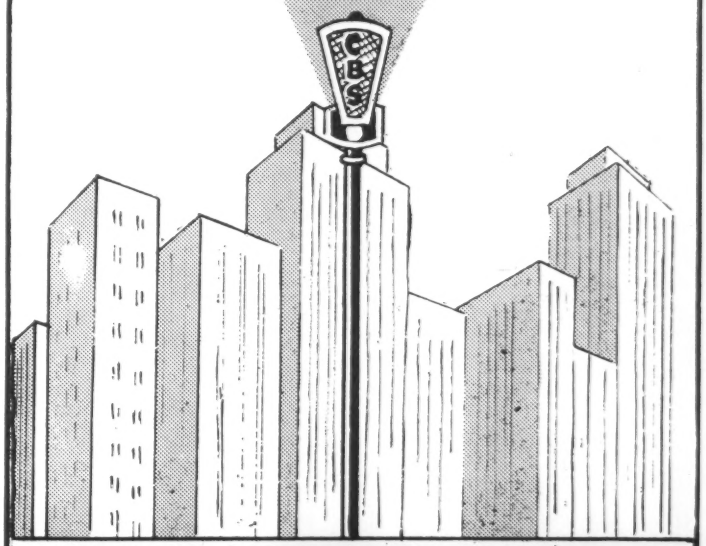
DALLAS--FT. WORTH MARKET

Exclusively With CBS PROGRAMS

KRLD

DALLAS, TEXAS

50,000 WATTS



KRLD

THE TIMES HERALD STATION, DALLAS

50 K. W. — The Branham Company, EXCLUSIVE REPRESENTATIVES — 1080 K. C.

EVER GET JUGGED IN CALABOOSE (KENTUCKY)?

We don't know whether there's a jail in Calaboose (Ky.). But there *must* be a few people, even though WAVE doesn't ask you to pay for them in our coverage! WAVE concedes the back hills to the *big* stations! We concentrate on the Louisville Trading Area and its major slice of all Kentucky's business. Thereby we save you a lot of waste, a lot of dough—and still give you *big results.* Want the facts?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

5000 WATTS

DAY & NIGHT

WDEL

1150KC
WILMINGTON, DELAWARE
Sales Representative
PAUL H. RAYMER

KXOK

ST. LOUIS, MISSOURI
630 Kilocycles
5000 Watts Full Time
BLUE NETWORK
Represented Nationally by
John BLAIR & CO.

Merchandising & Promotion

Merch Magazine—Jap Note—Hockey Aids War Tennessee—Crooner Contest

MERCHANDISING MAGAZINE "Point O'Sale", published monthly by the promotion dept. of WSAI Cincinnati has been completely redesigned since Miss Hazel Brett Howard became editor. Outstanding new features include an editorial column, a double-page photographic spread, and articles on the activities of WSAI sponsors. Unique idea is inclusion of full-page enclosure of an outstanding piece of advertising published during the month. First used was J. Walter Thompson Co.'s "Dear Senator" ad, featuring Grant Wood's painting "American Gothic".

* * *

Jap Note

UNUSUAL PROMOTION scheme developed from a ten yen Japanese note sent from Guadalcanal by Private Samuel Esposito to a Syracuse grocer. Stewart Boyd, WSYR promotion manager, saw in it the possibilities of a promotion stunt and had hundreds of prints made of the money for distribution to local retailers of Kellog Corn Flakes. The face of the ten yen was an exact duplicate of the original and on the back was printed, "A Jap ten yen is worthless. For real value try Kellog Corn Flakes."

* * *

Program Memos

CJAT Trail, B. C., has a regular policy of scanning its weekly programs and then telephoning the secretaries of prominent local men and women who might be particularly interested in various program items. The secretaries are asked to leave a memo on their employer's desk calling attention to certain radio talks. For example, fuel dealers are called when a fuel shortage talk is listed, union officials and management executives when labor problems are aired, etc.

Hockey Aids War

IMPERIAL OIL Ltd., Toronto, which uses 50 Canadian Broadcasting Corp. stations for the weekly National Hockey League games each winter, has issued a 16 page illustrated booklet on the wartime value of the games. "Imperial Oil made a promise," it says, "to carry on in the national service." The booklet tells how recorded highlights of the games, done by Foster Hewitt, sports announcer, are transcribed to Britain for a rebroadcast to the Canadians stationed there. Commenting on results of a binocular drive—one of many war services featured on the program — R.C.A.F. public relations director is quoted as saying, "It got results like a fire box does when you break the glass and pull the switch."

* * *

KOA Quiz

KOA Denver has issued a promotional piece showing results of a question asked dealers throughout Colorado as to "Which Denver radio station would you prefer to broadcast advertising of products handled in your store?" 68.9% of retailers replying voted KOA their "first choice" station.

* * *

Aid Affiliates

ORIGINALLY designed to help sell BLUE facilities to national advertisers and agencies, a series of bulletins prepared by the network's research department for the sales staff is now proving useful to managers of BLUE affiliates in local selling.

Tennessee

EFFECTIVE USE of a brochure published by the Governor's Industrial Council of the State of Tennessee has been made by WSM Nashville. The brochure, with photographs of Tennessee industries, describes the economic activities of the State and points out that 51 per cent of the nation's population live within 500 miles of Nashville. Station avoids any reference to itself—merely suggests interest in Tennessee as a market.

* * *

WSGN Data

AN UNUSUALLY thorough coverage and market data publication compiled by Bob Venn, sales promotion manager of WSGN Birmingham, in which maps and statistical breakdowns compare WSGN with its competing Birmingham stations, is being released by Headley-Reed Co., Chicago, national representatives for the station.

* * *

Crooner Contest

CONTEST between Frank Sinatra and Bing Crosby was held by Bud Baldwin on his early morning show on WHIO Dayton. Sinatra got away with a fast start, but Crosby's faithful followers came through strong to see him across the finish line with a 30 vote margin over Sinatra.

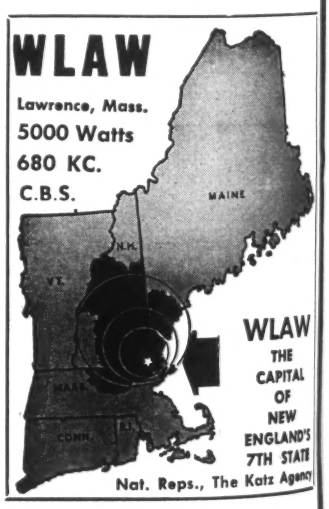
* * *

Pictorial Edition

FIRST ANNUAL all-picture edition in the four year history of *Dial Tones* monthly merchandising paper of KSO-KRNT Des Moines, has been issued. Network and local personalities are pictured in the paper which is edited by John Drake, production manager. Copy is confined to brief cutlines.

ALMA SIOUX SCARBERRY, on publicity staff of KNX Hollywood is composer of the song, "Goin' to Lasso a Rainbow for You", which is being published by Peer International Corp.

"A PRESCRIPTION" take KIDO in Large Doses.
EVERY DRUGGIST in KIDO's Primary Area PAYS HIS SHARE OF "VITAMINS FOR VICTORY"
They know it will bring added sales.
IS YOUR PRODUCT BEING SOLD in the homes of Eastern Oregon and Southwestern Idaho over
KIDO
NBC
IF NOT—SEE A
JOHN BLAIR MAN
Captain KIDO



Network Series Bought by Films

Contracts for *Duffy's Tavern* *The Whistler, Quiz Kids*

MOTION PICTURE Industry has recently signed contracts with several network shows for pictures based on the original radio programs.

Film rights to the weekly BLUE *Duffy's Tavern*, sponsored by Bristol-Myers Co. (Minit Rub), have been acquired by Paramount Pictures in a deal which permits Paramount to make four additional pictures based on the original title during the next five years.

Ed Gardner, who portrays Archie on the radio program, will be featured in the film, and top stars like Bing Crosby and Dorothy Lamour will appear in the picture as guests at the Tavern. Gardner recently came to Hollywood from New York to negotiate the picture deal and will remain on the West Coast for several weeks. Radio series resumes Oct. 5.

Film rights to *The Whistler*, weekly sustaining mystery thriller on CBS Pacific stations, have been acquired by Columbia Pictures, with further options covering the following two years. Current production plans call for two pictures based on the stories in that series during the next 12 months.

Talent Contracts

John B. Hughes, commentator of Mutual-Don Lee network, will portray himself in the Warner Bros. film, "Rhapsody in Blue", a picturized life story of composer George Gershwin. Paul Whiteman, Oscar Levant and Al Jolson also have important roles in that film. Frank Sinatra will sing four songs in the RKO film, "Higher and Higher", starring Jack Haley and Michele Morgan. Fred Brady, featured comedian on the weekly NBC Fred Brady Show, will have the lead in the MGM musical "Meet Me in St. Louis".

Quiz Kids' Joel Kupperman, seven-year prodigy, has a five-year contract at $2,000 per week with Jack Skirball, independent producer. The BLUE child star's first picture is a Universal film starring Donald O'Conner. Skirball also has first refusal on all other Quiz Kids for future films.

Hurja Sells *Pathfinder*

EMIL HURJA, who has published the *Pathfinder* since 1939, has sold the paper to Graham Patterson, publisher of *Farm Journal and Farmer's Wife*, Philadelphia. Mr. Patterson plans to continue the magazine as a national news weekly appealing to small city circulation, with Mr. Hurja remaining in an important editorial and executive capacity. The new owner plans greatly to increase the magazine's circulation and to utilize the resources of Farm Journal Inc., in developing a more attractive and complete publication.

WOODROW WIRSIG, who recnetly wrote a story on his ex-boss, Paul White, CBS director of news broadcasts, has penned another "inside" tale, titled "This is (Ed.) Murrow", for the September issue of *Coronet*.

POINTERS ON PITTSBURGH

RADIO LISTENERSHIP in PITTSBURGH Higher THAN MOST OTHER MAJOR MARKETS

No doubt about it! The birthplace of radio broadcasting is still a whale of a radio town. Not only is Pittsburgh listenership constantly on the increase, but on a comparative basis the market is head and shoulders above almost every other major market for percentage of sets in use.

The significance of these facts is clear:

★ **In Pittsburgh, more than in most major cities, radio is a "must" on your media list.**

★ **Because WCAE can furnish spot advertisers with good availabilities in periods with high audience ratings, WCAE is a "must" among Pittsburgh stations.**

When you plan your next campaign, check WCAE and Pittsburgh carefully. A lot of other smart advertisers have, and the Station Log (on the all-afternoon Tune Factory program, for example) lists some of the biggest trade names in the business.

For choice availabilities wire WCAE
or see the man from

THE KATZ AGENCY New York Chicago Kansas City Detroit San Francisco Atlanta Dallas

FOR RESULTS IN PITTSBURGH

WCAE

1250 K. C. · 5000 WATTS ★ MUTUAL BROADCASTING SYSTEM

YOUR

MOST IMPORTANT TOOL

AS BUYER OF RADIO TIME IS COMPLETE, AUTHORITATIVE RADIO INFORMATION SUCH AS YOU WILL FIND IN THE PAGES OF

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Radio's Foremost Trade Journal

BROADCASTING
National Press Bldg.
Washington 4, D. C.

SEND ME THE NEXT 52 ISSUES AND THE NEW YEARBOOK NUMBER.

☐ $5 Enclosed
☐ Bill Later

Name

Firm Title

Address

City State

Agencies

JOHN U. REBER, vice-pres. in charge of radio of J. Walter Thompson Co., New York, and Wick Cryder, head of radio publicity, have left for the West Coast. Mr. Reber will attend the opening of the new RCA show on the BLUE, and the return to the air of several JWT programs after a summer hiatus. Mr. Cryder is making his annual cross-country tour to promote the CBS-Lever Bros. *Lux Radio Theater.*

RUPERT LUCAS, supervisor of drama, Canadian Broadcasting Corp., Toronto, has resigned to become radio director of a prominent advertising agency in New York.

MERLE MYERS, formerly radio cost estimator for the Kastor & Sons Adv. Agency, Chicago, has joined Russel M. Seeds Adv. Co., Chicago, as head of contract department.

MARY LOUIS ANGLIN has resigned as script editor of Pedlar & Ryan, New York, to be married in September to Peter Alden Cabauer, formerly advertising executive and civilian specialist with the Navy.

JACK KOSTE has joined Spot Sales Inc., New York, as sales executive, having resigned as assistant time buyer of William Esty & Co., New York. He replaces Stanley Young, who has resigned to enter the Navy, with the rank of Capt.

EARL THOMAS, who recently resigned his captaincy in the Army, will re-enter radio in New York. Thomas had been radio director of McCann-Erickson Adv. Agency, Chicago, before entering the service.

Heads Film Advertising

JULES ALBERTI, formerly associated with the Treasury Dept. in Washington as chief of station relations, and as coordinator of celebrities and talent for bond rallies, has been appointed national director of radio advertising of Twentieth Century Fox Film Corp., it was announced last week. The post is a new one, created in line with the film company's policy of "ever increasing radio participation." Mr. Alberti, who was to have joined Twentieth Century as assistant to the president, S. P. Skouras, will instead head the new radio advertising department under Hal Horne, director of advertising, publicity and exploitation.

Mr. Alberti has been active in radio since 1921, when he was associated as an artist with the former KYW, Chicago. He became producer-director of the BLUE in 1935, handling the Benay Venuta programs. He assumed his government post this year.

ROBERT BRILMAYER, Hollywood and Chicago freelance writer, and R. John Hugh, previously with CBS New York, have joined the radio department of Kenyon & Eckhardt Inc., New York.

MARIA SUTHERLAND, for the past year with the Office of War Information, and previously with Pedlar & Ryan, New York, has joined Compton Adv., New York, as an assistant account executive. John H. Owens, recently copy writer of Buchanan & Co., New York, has joined Compton in a similar capacity.

WILL C. GRANT, president of Grant Adv., Chicago, is the father of a boy.

ROBERT RODMAN, formerly editor of the practical pharmacy edition of the *Journal* of the American Pharmaceutical Assn., on Sept. 1 joins Murray Breese Associates, New York, as a writer.

SIDNEY G. ALEXANDER, advertising manager of Columbia Pictures, New York, is the father of a girl.

ADOPLY J. TOIGO, formerly director of research of Geyer, Cornell & Newell, New York, has joined Wm. Esty & Co., New York, as vice-president and director of research.

JOSEPH E. BOYLE, former AP correspondent in the Midwest, has joined the public relations staff of J. Walter Thompson Co., New York.

TED WICK, Hollywood producer of Foote, Cone & Belding, has been made assistant to Vick Knight, vice-president and radio director of the agency.

MRS. ROY LINDSEY, formerly West Coast manager of Tom Fizdale Inc., national publicity service, is the mother of a girl.

KIRBY KATZ, formerly a copywriter for Leo Burnett Co., Chicago, has joined the writing staff of Campbell-Mithun, Chicago.

ERNEST ALLEN, member of the art staff of Needham, Louis & Brorby, Chicago, has been inducted into the Army.

PERRY DICKEY, formerly radio director of Grant Adv., Chicago and New York, will join NBC Sept. 8 as assistant to Wyllis Cooper, director of program development. Frank Newton has also left Grant Adv., joining the copy department of Biow Co., New York.

FRANCIS M. STILLMAN, formerly with the *Civil Service Leader*, has joined Davis-Lieber, New York publicity firm, as an associate.

M. J. EYSLER, formerly with BBDO, New York, has joined William H. Weintraub & Co., New York, as account executive.

ARTHUR SHERRILL of the public relations department of Young & Rubicam, New York, has been appointed public relations manager of the agency, succeeding Fred Smith, now assistant to Secretary of the Treasury Henry Morgenthau Jr.

MORGAN RYAN, newly appointed radio director of Sherman & Marquette Inc., New York, is headquartered in Hollywood for several weeks, working with Carleton Alsop, newly appointed agency producer of the CBS *Judy Canova Show.*

MARGARET GARDNER, former Western editor of *Movie-Radio Guide*, has joined Hollywood offices of Tom Fizdale Inc., national publicity service.

YOU CAN'T COVER WISCONSIN *Except* IN WISCONSIN *with the* WISCONSIN NETWORK- AFFILIATED WITH MUTUAL

1st in Dairy Products- 9th in War Orders

WHBY *Appleton*
KFIZ *Fond du Lac*
WCLO *Janesville*
WIBU *Poynette-Madison*
WRJN *Racine*
WHBL *Sheboygan*
WSAU *Wausau*
WFHR Wisconsin Rapids

SO, if you want to stir up the full buying power of this No. 1 Dairy State of the Union, the only way you can do it is with the Wisconsin Network stations each with its own large, loyal following. It can't be done with any metropolitan station or any other regional or national network.

Wisconsin listeners are funny that way—they want stations that can be heard **all the time,** not just when the weather is right—stations that are programmed for Wisconsin. And, there's over half a million radio homes in our primary area (and over ¾ million in the secondary)—today 9th in war orders as a plus to this stable market. If listeners feel that way, why shouldn't advertisers?

Try the Wisconsin Network for your fall advertising—and see for yourself with satisfaction and profit!

WISCONSIN NETWORK, Inc.

MAIN OFFICE—WISCONSIN RAPIDS, WISCONSIN

Do you have a story to tell the people of the Real Southwest?

IF SO

600 KC · CBS

KROD

EL PASO, TEXAS.

Is Your Best Bet.

Seven NBC Disc Series Taken for Sponsorship

CLARK BROS. CHEWING GUM Co., Pittsburgh, has signed for the NBC Radio-Recording Division's transcribed series *Flying for Freedom* on WTAM Cleveland, and seven other series produced by the division have been acquired or renewed by a number of stations. *Betty and Bob* has been taken by WGR Buffalo, for J. W. Adams & Co., department store; and by KFPW Fort Smith, Ark., for a local jeweler, and KOME Oklahoma City, has renewed the series, for Brown Dunkin Dept. store.

Honolulu Soda Water Co. will use *Hollywood Headliners* too on KCMB Honolulu. *Let's Take a Look in Your Mirror*, has been taken by WPRO Providence, for Gordon Schenfarber & Associates for Gladdings Inc., a department store. KFJZ Forth Worth, will broadcast *Getting the Most Out of Life Today* which has also been renewed by WSON Henderson, Ky., and KVOA Tucson. KSL Salt Lake City, and KHQ Spokane, will both carry *Carson Robison and His Buckaroos*. WSTV Steubenville, O., has contracted for *Five Minute Mysteries*, and *The Name You Will Remember* has been renewed by WBIG Greensboro.

G.A. Taggart Leaves CBC To Form Talent Agency

GEORGE A. TAGGART, assistant general supervisor of programs of the Canadian Broadcasting Corp., Toronto, has resigned to form his own talent and production agency in Toronto. Taggart has been with the CBC and its predecessor, Canadian Radio Broadcasting Commission, since 1933. He was manager of CBL, Toronto, before becoming assistant general program supervisor. In 1937 he was sent to England on exchange with the BBC to study its methods and operations, and also surveyed broadcasting techniques in France, Belgium and Germany. Among his important productions have been the Dominion-wide Christmas Day broadcasts, Silver Jubilee broadcasts for the late King George V, and a world-wide broadcast during the 1939 visit of King George and Queen Elizabeth to Canada. Since the start of the war his main CBC work has been on war effort broadcasts.

OWI Magazine Group

THE THIRD and final appointment of a major media advisory committee was announced last week by Palmer Hoyt, Director of OWI Domestic Operations. The committee of nine magazine editors, represents leading monthly and weekly periodicals. Previously, the OWI had named committees from radio and the press [BROADCASTING, Aug. 23, July 12]. Membership of the committee is William L. Chenery, publisher of *Collier's;* Mrs. Edna Woolman Chase, editor of *Vogue;* George T. Delacorte Jr., publisher, Dell Publishing Co.; Mrs. Beatrice Gould, co-editor of *Ladies Home Journal;* Ben Hibbs, editor of *Saturday Evening Post;* Frank McDonough, editor of *Better Homes & Gardens;* Wheeler McMillen, editor of *Farm Journal;* De Witt Wallace, editor of *Readers Digest;* and Otis Wiese, editor of *McCall's.*

AGENCY Appointments

J. P. SMITH SHOE Co., Chicago (British Walker and Synchroflex shoes), and subsidiary, Hanan Shoe Co., Chicago, to Goldman & Gross, Chicago. No radio planned at present.

HI-V VITAMIN Corp., New York, to Walter W. Wiley Co., New York, for space advertising only for Hi-V Vitamins. Applied Merchandising Co., New York, continues to handle radio. Plans to be announced later.

PEPPERIDGE FARMS, Fairfield and Norwalk, Conn., to Kenyon & Eckhardt, New York, for Pepperidge Farm Bread. Participations on WQXR New York started Aug. 24.

WHELAN DRUG Co., New York, to Neff-Rogow, New York, for its chain of 35 drug stores. Started on WOV New York, Aug. 23.

BARKER FOOD PRODUCTS Co., Los Angeles (dehydrated soup), to Brisacher, Davis & Van Norden, Los Angeles.

TRANSCONTINENTAL & WESTERN AIR INC. to Arthur Kudner Inc.

UTAH RADIO PRODUCTS Co., Chicago, to Abbott Kimball Co., New York, for post-war advertising plan. No radio.

DR. ROWELL'S MEDICINAL PRODUCTS, Statler Hotel Garage, Peerless Mill Supply Co., Niagra Asbestos Co. and George F. Butter Co. (chemicals) to Ellis Advertising Co., Buffalo.

DEFORREST'S TRAINING, INC. (industrial training school) to MacDonald-Cook Co., Chicago and South Bend.

WYLER & Co., Chicago (Wyler's Soup, Dehydrated Vegetables, and Bouillon Cubes), to Aubrey, Moore & Wallace, Chicago. Radio being used.

NORTHWESTERN National Life Insurance Co., Minneapolis, to BBDO, Minneapolis.

WASHINGTON PARK JOCKEY Club, Homewood, Ill., to Al Paul Lefton Co., Chicago. Radio being used.

SUN HARBOR PACKING Co., San Diego (fish) to Foote, Cone & Belding, Los Angeles. May spend $55,000 in radio, plus newspapers, magazines and others.

BLAKE GROVES, Eau Gallie, Fla., to J.R. Kupsick Adv., New York, for Indian River oranges and grapefruit. Media plans not set.

Beverages of America Inc., Los Angeles (Chukker beverages), to Barnes-Chase Co., Los Angeles.

HOWARD AIRCRAFT Corp., Chicago, to Reincke-Ellis-Younggreen & Finn, Chicago. Radio being considered.

GOODYEAR TIRE & RUBBER Co. to H. A. Bruno Associates, New York, as public relations counsel.

SCHENLEY DISTILLERS Corp., New York, to Foote, Cone & Belding, New York, for an institutional campaign designed to benefit the liquor industry as a whole. Newspaper campaign has started. No radio contemplated at present.

AMERICAN MOLASSES Co., New York, to McCann-Erickson Inc., New York, for Grandma's Old Fashioned Molasses. Extensive campaign planned. No decision at present on radio.

CROWELL-COLLIER PUBLISHING Co., New York, to Benton & Bowles, New York, for all advertising on the *American Magazine.*

VIRGINIA DARE EXTRACT Co., Brooklyn, to Scheck Adv., Newark, for Virginia Dare Flavoring Products. Continues to participate in *Food & Home Forum* on WOR New York.

ARMY AIR FORCES to Geyer, Cornell & Newell, New York, for all advertising. Initial drive will seek recruits for aviation cadets, but no media plans have been formulated.

THE SMILIN' IRISHMAN, New York, used car dealer, through its newly appointed agency, Klinger Adv., New York, has started a new cycle of advertising in the New York area on WINS, WAAT, WHN, WNEW and WPAT. Firm will soon open a branch in Buffalo.

BING CROSBY
Radio's Top-Ranking Singing Star

makes the most of a song!

KSD St. Louis'
Top-Ranking Station with More
Top-Ranking Stars and Shows

makes the most of your radio budget!

YES, KSD "HAS THE SHOWS"—AND IT SHOWS IN YOUR ADVERTISING RESULTS!

KSD
ST. LOUIS' DISTINGUISHED STATION

NATIONALLY REPRESENTED by FREE & PETERS

KSD has the Shows!

Jack Benny
Charlie McCarthy
Bob Hope
Fibber McGee and Molly
Paul Whiteman; Dinah Shore
One Man's Family
Cavalcade of America
Great Artists Series
Dr. I. Q. Quiz Program
Information Please

Red Skelton
Bing Crosby
Fred Waring
Kay Kyser
The Aldrich Family
Joan Davis
March of Time
Lucille Manners Concert
Your All-Time Hit Parade
Million-Dollar Band

Abie's Irish Rose
Truth and Consequences
NBC Symphony Orchestra
Richard Crooks, Tenor
Johnny Presents: Ginny Simms
Mr. District Attorney
Can You Top This?
Battle of the Sexes
The Band Wagon

Radio Advertisers

PUBLIC SERVICE COMPANY OF COLORADO will sponsor the Denver Public High School football games which will be aired for their third straight year over KMYR Denver. Mark Schreiber will handle the broadcasts.

ADDRESSING its first radio message to the after-midnight listener, the Prince George Hotel, New York, stresses "friendly living" theme in a series of tailor-made musical jingles on *Say it With Music*, all-night, all-music program on WJZ New York. Broadcasts start at 1 a.m. and continue until 7 a.m., seven nights weekly. Agency is Frank Best & Co.

BOB MARTIN (EXPORT) Ltd., Toronto (dog powders), has started spot announcements on a number of Canadian stations. Account placed by A. McKim Ltd., Toronto.

PHARMACO INC., Newark, N. J. (Feen-a-mint) has started spot announcements on a number of Canadian stations. Account placed by Baker Adv. Agency Ltd., Toronto.

JOHN STUART SALES, Toronto (Dunhill cigarettes) starts early in September, *Dunhill Cigarette Mysteries* thrice weekly on five Ontario stations. Account placed by Harry E. Foster Agencies, Toronto.

AVION Inc., Los Angeles (aircraft parts), seeking skilled and unskilled workers, has started sponsoring a thrice-weekly quarter-hour program, *Life at Avion with Hal Styles*, on KFWB Hollywood. Contract is for 13 weeks.

RYAN AERONAUTICAL Co., San Diego, Cal., to promote public service and employment relations, on Aug. 30 started sponsoring a five-weekly quarter-hour localized newscast on KGB. Contract is for 13 weeks. Agency is Barton A. Stebbins Adv., Los Angeles.

PENNZOIL Co., Los Angeles (lubricants), is utilizing a series of transcribed half-minute singing announcements on KUTA Salt Lake City and KEUB Price, Utah, with live spots on KLZ Denver. Firm in addition sponsors the quarter-hour commentary, *Faces & Places in the News*, on 33 Don Lee Pacific stations, Wednesday, 6:15-6:30 p.m. (PWT). Agency is The Mayers Co., Los Angeles.

DELAWARE, LACKAWANNA & WESTERN COAL Co., Buffalo (Blue coal), starts in October weekly half-hour transcribed program *The Shadow* on 9 Canadian stations. Account is placed through Vickers & Benson Ltd., Toronto.

Wants Allen

VIEWING with alarm the prospect of a fall and winter radio season without Fred Allen, Gilbert Seldes, director of television programs for CBS, has written an article in the current *Esquire Magazine*, in which he launches a petition of persons wanting Allen back on the air.

News For P & G Serial

A DAYTIME "radio newspaper," featuring a man-and-woman news team, will replace the Procter & Gamble serial *Vic and Sade* in the Monday through Friday, 1:30-1:45 p.m. period on CBS, starting Sept. 20. Bernadine Flynn, who plays the leading feminine role in the drama, will offer human interest news stories, and Durward Kerby, m.c. of BLUE's *Club Matinee* and other Chicago shows, will contribute headline news material in the replacement which will promote P & G Crisco. P & G will continue *Vic and Sade* in its regular NBC spot. Agency is Compton Adv., New York.

THE MANHATTAN SOAP Co. (Sweetheart soap), has renewed its contract for three 15 minute newscasts over WLW Cincinnati, heard 8:15 a.m., Mon.-Wed.-Fri. Renewal starts sixth consecutive year of sponsorship on WLW. Agency is Franklin Bruck Adv. Corp., New York.

SOY FOOD MILLS, Chicago (Golden Mix wheat-soy griddle cake and waffle flour), beginning Sept. 1. will sponsor daily participation on domestic science programs for 13 weeks on WBBM WOR WJZ WTMJ WTCN. Additional time will be placed in December. Agency is Jim Duffy, Inc., Chicago.

WM. CAMERON & CO. Inc., Waco, Tex., operators of retail lumber companies in a number of cities and manufacturers of Ideal cabinets, are sponsoring two new programs on WFAA-KGKO Dallas-Fort Worth. Quarter hour program featuring Ideal cabinets will be aired over WFAA WBAP KPRC WOAI KGNC KRGV. Other 15 minute program is news broadcast over KGKO. In addition Cameron uses 12 announcements per week on WFAA-WBAP and five per week on KGKO.

GROVE'S LABS, St. Louis, has taken over the sponsorship of Katharine Clark's *Today's News for Children* on WCAU Philadelphia (for Bromo-Quinine). Started Aug. 23, the 15-minute broadcasts are prseented daily at 5:30 p.m. Placed thru Russel M. Seeds Co., Chicago.

SHREDDED WHEAT Co., Niagara Falls, Ont. (Shreddies), on Sept. 20, resumes *Today's Adventure* with Gordon Sinclair, Mon. thru Fri., on a number of Canadian stations. Account was placed by Cockfield Brown & Co. Ltd., Toronto.

GRACE BROS., Santa Rosa, Cal. (beer), using radio for the first time, on Aug. 16 started sponsorship of the 11 o'clock newscast seven nights weekly on KGO. Agency is Ralph Jewell, Oakland.

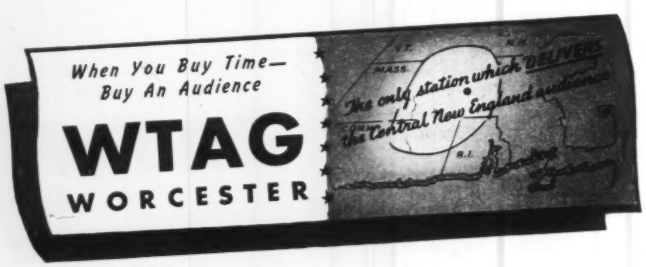
EVER DRY Corp., Los Angeles (deodorant), in a seven week campaign started Aug. 16 is using an average of 21 spot announcements weekly on KHJ and KMPC respectively. A similar number of participations per week is being used in *Make Believe Ballroom* on KFWB. Agency is Glasser-Gailey & Co., Los Angeles.

Bedlam's Birthday

ED EAST AND POLLY on Sept. 24 start the fifth year of their *Breakfast in Bedlam* program on WJZ, New York. Station has renewed for another year effective that date. Current sponsors are Drydock Savings Institution, Empire Gold Buying Service, Automobile Brokers Corp., and General Baking Co.

You may be waiting longer than you think if you try to cover Central New England from the outside — without WTAG Worcester. Official F.C.C. maps of radio stations located beyond this area, leave Central New England blank in adequate coverage.

There's every reason why you *should* move inside where WTAG holds listener preference. The workers in four hundred war industries are earning better than $45.00 per week, and spending it on food at the annual rate of $396 per family. That's $174 higher than the U. S. average. Worcester is a MUST market in Massachusetts.



Basic Columbia

PAUL H. RAYMER CO.
National Sales Representatives
Associated with the
Worcester Telegram-Gazette

OWI Student Nurse Campaign Brings 25,000 Inquiries in Three Weeks

RESPONSE to the first three weeks of OWI's stepped-up radio campaign in August to obtain recruits for the new U. S. Cadet Nurse Corps brought forth 25,000 inquiries, from which it is estimated 10,000 enlistments will result, it was disclosed last week by the Domestic Radio Bureau.

The inquiries were the direct result of the radio drive, which asked listeners to write to a New York postoffice box address for names of accredited schools of nursing, according to Marion Sabatini, campaign manager for the Bureau.

To promote the drive, OWI scheduled 130 network programs under the network allocation plan and furnished campaign data through its Women's Radio War Program Guide to 900 local women's programs which will continue messages through September.

Impetus to the current campaign, which has as its goal 65,000 student nurses, derives from advantages offered under the new government training program authorized by Congress, and administered by the U. S. Public Health Service. Under this program, Mr. Sabatini explained, all-expense scholarships and monthly allowances are given nurses while in training and attractive uniforms provided.

The matter of uniforms has been given special emphasis as an incentive in the campaign, Mrs. Sabatini pointed out, a design by Molly Parnis, well-known designer, having been selected by a jury composed of leading fashion editors at a luncheon Aug. 16 at the Waldorf in New York. A "Montgomery" type beret, designed by Sally Victor, was also chosen. Publicity for the selection of the uniforms was handled by J. Walter Thompson Co. which was assigned the project by the War Advertising Council.

With the theme "Save his life . . . and find your own—Become a nurse", the campaign stresses the need for candidates to replace 33,000 nurses who have already gone into the armed services, to replace the 2,500 nurses who are being sought for Army and Navy nurses corps each month, and to meet serious shortages in boom towns, war plant centers, hospitals, and public health departments.

PROMOTION HUDDLE is planning for another 52 weeks of the weekly *WSB Barn Dance* for Wildroot Cream Oil. At the desk is J. Ward Maurer, Wildroot's manager of advertising and merchandising. Standing (l to r) John Southwell, BBDO radio director, and Mary Caldwell, merchandising director, and John M. Outler Jr., commercial manager of the Atlanta station. Enthusiastic, Wildroot plans similar type shows in other areas.

Third Paper Cut Likely As Production Slackens

A THIRD cut in newsprint allotment for the final quarter of 1943 is believed inevitable, WPB officials say, on the basis of declining paper production, and increased demands for paper and paperboard as a substitute for critical materials. Newsprint has already been cut 10% on a sliding scale, and the new reduction may amount to an additional 5%.

According to figures released by WPB, output of paper and paper-board dropped 5% in the first six months of this year, compared with the same period last year, although it was considerably higher than the second half of 1941. WPB said 8,398,594 tons had been produced the first six months of this year, compared with 8,843,278 tons for that period last year, and 7,871,298 for the second six months of that year year.

Lux Resumes

LEVER BROS. Co., Cambridge, Mass. (Lux), after an eight-week summer hiatus, on Sept. 13 resumes for the tenth consecutive season *Lux Radio Theatre* on 118 CBS and 30 CBC stations, Monday, 9-10 p.m. (EWT). Production set-up remains the same with Cecil B. DeMille continuing as director and also handling commentary. Sanford Barnett is J. Walter Thompson Co. Hollywood producer of the series. George Wells and Harry Kerr are to do radio adaptations of current film plays and also write commercials for the weekly program. Lou Silvers has been re-signed as musical director, with John Kennedy announcer. Charles Forsyth continues in charge of sound effects. Initial broadcast of the new season will have Greer Garson and Ronald Colman heading the cast in a dramatization of the MGM film, "Random Harvest".

STANDARD RADIO, Chicago transcription producers, announces the following new and renewal subscribers to the Standard Program Library: WJPA KFPY KMMJ WCBI WLBC WBEZ KOKO WOSH KFAR WSYR WTOC WCCO KDKA WFIN KCRC KRE WJAC WKIP WMC WGCM WMNN KGNC KRGV KELD WDAF WKST.

How Much Money Do They Make?

Of course you've always known that Iowa farmers make good livings. But do you realize that in 1942 their average income was actually $6,490?

Yes, and in 1943 they'll make even more! . . . Among farmers like this, a recent Ross Federal survey showed that the average KMA program rated 13.3%. Some KMA programs had phenomenal ratings: a once-a-week commentator, 51.4%; a quiz show, 32.9%; a dramatic show, 25.3%.

To reach the No. 1 Farm Market's record-breaking buying power, you need KMA. For KMA is the only full-time *farm station* in this entire area—the *only* station devoting 70% of its broadcasting time to news, entertainment, and specialized service for America's 540,988 most prosperous rural families.

Our new Market Data Brochure will soon be off the press. *You* can have one—merely for the asking.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WABC New York

Cocilana Inc., Brooklyn (cough drops), 6 *sa* weekly, thru Al Paul Lefton Inc., N. Y.
Dryden & Palmer, Long Island City, N. Y. (Gravy Master Seasoning), weekly *sa*, thru Samuel C. Croot Co., N. Y.
Grove Laboratories, St. Louis (vitamin products), 6 *sa* weekly, thru Russel M. Seeds Co., Chicago.
Griffin Mfg. Co., Brooklyn (shoe polish), 9 *sa* weekly, placed direct.
Grove Labs., St. Louis (Four-way Cold Tablets), weekly *sp*, thru Donahue & Coe, N. Y.
McKesson & Robbins, Bridgeport, Conn. (Calox, Bexel, Albolene), 3 *ne* weekly, thru J. D. Tarcher & Co., N. Y.
Pillsbury Flour Mills Co., Minneapolis (Wheat Soy Rice Pancake Mix), 3 *sa* weekly, thru McCann-Erickson, Minneapolis.
Sheffield Farms Co., N. Y. (Dairy products), 3 *sp* weekly, thru N. W. Ayer & Son, Philadelphia.
Vick Chemical Co., New York (Vapo-Rub, Vatronol), 3 *ne* weekly, thru Morse International, N. Y.
G. Washington Coffee Refining Co., Morris Plains, N. J. (broth), 3 *sa* weekly, thru Cecil & Presbrey, Inc., N. Y.
Wildroot Co., Inc., Buffalo (Wildroot Cream Oil Formula), 3 *ne* weekly, thru BBDO, N. Y.
Bulova Watch Company, N. Y. (watches), *sa*, thru Biow Co., Inc., N. Y.
Interwoven Stocking Company, New Brunswick, N. J. (stockings), 6 *sa* weekly, placed direct.
Kerr's Butter Scotch, Inc., Jamesburg, N. J. (candy), 3 *sa* weekly, placed direct.
Manhattan Soap Co., Inc., N. Y. (soap), 3 *ne* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Savings Bank of New York State, N. Y. (bank service), 6 *sa* weekly, Ruthrauff & Ryan, N. Y.

KTKN Ketchikan, Alaska

Rev. G. E. Lowman (religious), one hr weekly for 52 wks, thru Wellman Adv. Agency.
Ellis Air Transport, daily *sa* placed direct.
Ketchikan Spruce Mills, daily *sp*, 6 mo, placed direct.
National Lead Co., *sa* daily for 13 wks thru Erwin Wasey & Co.

KQW San Francisco

Calif. Processors & Growers, Inc., San Francisco (help wanted), 7 *sa* weekly, indefinite, thru Foote, Cone & Belding, San Francisco.
Leslie Salt Co., San Francisco, 1 *sa* weekly, 26 wks, thru Erwin Wasey & Co., San Francisco.
Loma Linda Food Products, San Francisco (Ruskets) 1 *sa* weekly, 13 wks, thru Gerth-Pacific Adv. Agency, San Francisco.
War Emergency Labor Committee, San Jose, Calif. (cannery workers), 6 *sa* weekly, indefinite, placed direct.
Durkee Famous Foods, San Francisco (Troco), 2 *sa* weekly, 26 wks, thru Emil Reinhardt Adv. Agency, Oakland, Calif.
Herman Berns, San Jose, Calif. (jewelry), 3 *sa* weekly, 52 wks, placed direct.
Central B'dg. & Loan Assn., Oakland, Calif., 2 *ne* weekly, 13 wks, thru Ryder & Ingram, Ltd., Oakland, Calif.
Moore Clothing Co., San Francisco 1 *sa* weekly, 13 wks, thru Brisacher, Davis & Van Norden, San Francisco.
Colgate-Palmolive-Peet Co., New York (Peet soap), 11 *sa* weekly, 52 wks, thru Leon Livingstone Adv. Agency, San Francisco.
Granat Bros., San Francisco (jewelry), 1 *sa* weekly, 13 wks, thru N. W. Ayer & Son, Inc., San Francisco.
John Morrell & Co., Ottumwa, Iowa (Red Heart Dog Food), 10 *sa* weekly, 52 wks, thru Henri, Herst & McDonald, Inc., Chicago.
Standard Brands, Inc., New York (Stams), 5 *st* weekly, indefinite, thru Ted Bates, Inc., N. Y.
McDonnell Nursery, Oakland, Calif. (nursery products), 1 *sa* weekly, indefinite, placed direct.
Beechnut Packing Co., New York (chewing gum), 1 *sa* weekly, indefinite, thru Newell-Emmett Co., N. Y.

KINY Juneau, Alaska

Union Oil Co. *ne* daily 52 wks, thru Foote, Cone & Belding.
R. J. Reynolds (Camels), *sa* daily 52 wks thru Wm. Esty Co.
Carters Products Inc., 3 *ta* weekly thru National Export Adv. Service.
Alaska Evangelization Society (Chicago), 15 min. weekly, 52 wks, placed direct.
Radio Print Shop, Los Angeles, 5 min. daily thru Northwest Radio Adv. Co.
Simon & Shuster Inc., 5 min. daily thru Northwest Radio Adv. Co.

KFRC San Francisco

Bu-Tay Products Inc., Los Angeles (Raindrops), weekly *sp*, 13 wks, thru Glasser-Gailey & Co., Los Angeles.

WHO Des Moines

Griffin Mfg. Co., Brooklyn, N. Y. (shoe polish), 314 *t*, 6 per wk, thru Bermingham, Castleman & Pierce Inc., NYC.
Skinner Mfgr. Co., Omaha (raisin-bran macaroni), 300 *t*, 15 per wk, thru Ferry-Hanley Co., Kansas City.
Iowa Packing Co., Des Moines (O'd Homestead meats), 156 *ne*, 3 per wk, thru Coolidge Adv. Co., Des Moines.
Nutrena Mills, Kansas City (Nutrena feeds), 156 *sp*, 3 per wk, thru Ferry-Han'ey Co., Kansas City.
G. E. Conkey Co., Cleveland (Conkey feeds), 26 *sp*, 1 per wk, thru Rogers & Smith Adv., Chicago.
American Beauty Macaroni Co., Kansas City, 106 *ta*, 2 per wk, thru R. J. Potts-Calkins & Holden, Kansas City.
Manhattan Soap Co., NYC (Sweetheart soap), 156 *ne*, 3 per wk, thru Franklin Bruck Adv. Corp., NYC.
Flexo-Glass Co., Chicago (glass substitute), 26 *sp*, 1 per wk. thru Presba, Fellers & Presba Inc., Chicago.

WFAA-WBAP Dallas-Fort Worth

National Biscuit Co. (Shreddies), 18 *t*, thru Federal Adv. Agency, N. Y.
Andrew Jergens Co. (lotion), one *t* per wk for 52 wks, thru Lennen & Mitchell Inc., N. Y.
Wolfe Nursery, Stephenville, Tex. (trees), thru Longhorn Adv. Agency.
Wm. Cameron & Co., Waco, Tex. (institutional and Ideal cabinets), one *sp* per wk for 52 wks, thru Tracy-Locke-Dawson Inc., Dallas.
Linz Jewelers, Dallas. 1 to 3 *sa* per wk for 52 wks, thru Crook Adv. Agency, Dallas.
Davis Hat Mfgr. Co., Dallas, one *sp* per wk for 13 wks or more, thru Grant Adv. Inc., Dallas.
Dr. Pepper Co., Dallas, one *sp* per wk for 13 wks or more, thru Tracy-Locke-Dawson Inc., Dallas.

WHEB Portsmouth, N. H.

New England Hellenic Assn., Haverhill, Mass., 1 *sp* weekly, 52 weeks, thru George Panagiotopoulos, director.
Manchester Federal Savings & Loan Assn., Manchester, N. H. (home loans), 7 *sp* weekly, 52-weeks, direct.
John Pen Co., Chicago (fountain pens) 3 *sp* weekly, tf., thru United Adv. Co., Chicago.
Plough Inc., Memphis (St. Joseph aspirin), 8 additional *sa* weekly, 13 weeks, thru Lake-Spiro-Shurman, Memphis.
Scott Furriers, Boston, 5 *sp* weekly, tf, direct.
Yankee Shoemakers, Newmarket, N. H. (Rebuilders) 6 *sp* weekly, 26 weeks, direct.

KHJ Hollywood

Lumbermen's Mutual Casualty Co., Chicago (insurance), weekly *sa*, 21 wks, thru Leo Burnett Co., Chicago.
Ever-Dry Corp., Los Angeles (deodorant), 108 sa, 6 wks, thru Glasser-Gailey & Co., Los Angeles.
John Dixon Crucible Co., Jersey City, N. J. (Ticonderoga pencils), 3 *sp* weekly, thru Federal Adv., N. Y.
Radio Corp. of America, New York (institutional), 12 *ta* weekly, 52 wks, thru Ruthrauff & Ryan Inc., N. Y.
Scudder Food Products, Monterey Park, Cal. (food products), 5 *sa* weekly, 52 wks, thru Brisacher, Davis & Van Norden, Los Angeles.
Foster-Milburn Co., Buffalo, New York (Icemint), 3 *ta* weekly, 52 wks, thru Spot Broadcasting Inc., N. Y.
Yami Yogurt Co., Los Angeles (dairy product), 5 *sp* weekly, 13 wks, thru Erwin Wasey & Co., Los Angeles.
Lyon Van & Storage Co., Los Angeles (storage, moving), 5 *sa* weekly, 52 wks, thru BBDO, Hollywood.
Cooper & Cooper Inc., Brooklyn, N. Y. (razor blades), 2 *sa* weekly, 15 wks, thru Casanave & Pearson Inc., N. Y.

WHOM Jersey City

E. R. Squibb & Sons, New York, 6 *sp* weekly, 13 weeks, placed direct.
I. J. Fox, New York, 42 *sa* weekly, 6 weeks, placed direct.
Roxy Theater, New York, 22 *sa*, thru Kayton-Spiero Co., Inc., N. Y.
Grove Labs., St. Louis, 3 *sa* weekly, 13 weeks, thru Russel M. Seeds Co., Chicago.
Southern Cotton Oil Co., New Orleans 2 *sp* and 8 *sa* weekly, thru Tracy-Locke-Dawson, Dallas.
Geo. F. Stuhmer & Co., Brooklyn, 5 *sa* weekly, 13 weeks, thru A. B. Landau Inc., N. Y.
New York Schools of Music, New York, weekly *sp*, 13 weeks, thru Prudential Advertising Agency, N. Y.
Chrysler Bldg. Corp., New York, 6 *sa* weekly, direct.

KFI Los Angeles

General Electric Co., Schenectady, N. Y. (Mazda lamps), 5 *sa* weekly, 52 wks, thru BBDO, N. Y.
Consolidated Royal Chemical Corp., Chicago (Krank's shave cream), 6 *ta* weekly, 26 wks, thru Arthur Myerhoff & Co., Chicago.
Thrifty Drug Co., Los Angeles (Southern California chain), weekly *sa*, 52 wks, thru Hillman-Shane-Breyer Inc., Los Angeles.
Luden's Inc., Reading, Pa. (cough drops), 4 *sa* weekly, 3 wks, thru J. M. Mathes Inc., N. Y.
Langendorf United Bakeries Inc., San Francisco (bread), weekly *ta*, 27 wks, thru Ruthrauff & Ryan Inc., San Francisco.
Morton Salt Co., Chicago (table salt), 10 *ta* weekly, 4 wks, thru J. Walter Thompson Co., Chicago.

WLS Chicago

Rex Research Labs., Toledo (Fly Tox), 3 *sa* weekly, 2 wks, thru Miller Agency, Toledo.
G. E. Conkey Co., Cleveland (feeds), 3 *sa* weekly, 26 wks, and 5 *sa* weekly, 26 wks, thru Rogers & Smith, Chicago.
Musterole Co., Cleveland, 6 *sa* weekly, 26 wks, thru Erwin Wasey & Co., N. Y.
Old Sunday School, Chicago (religious) one *sp* weekly, 52 wks, thru Ivan Hill Agency, Chicago.

KMPC Beverly Hills, Cal.

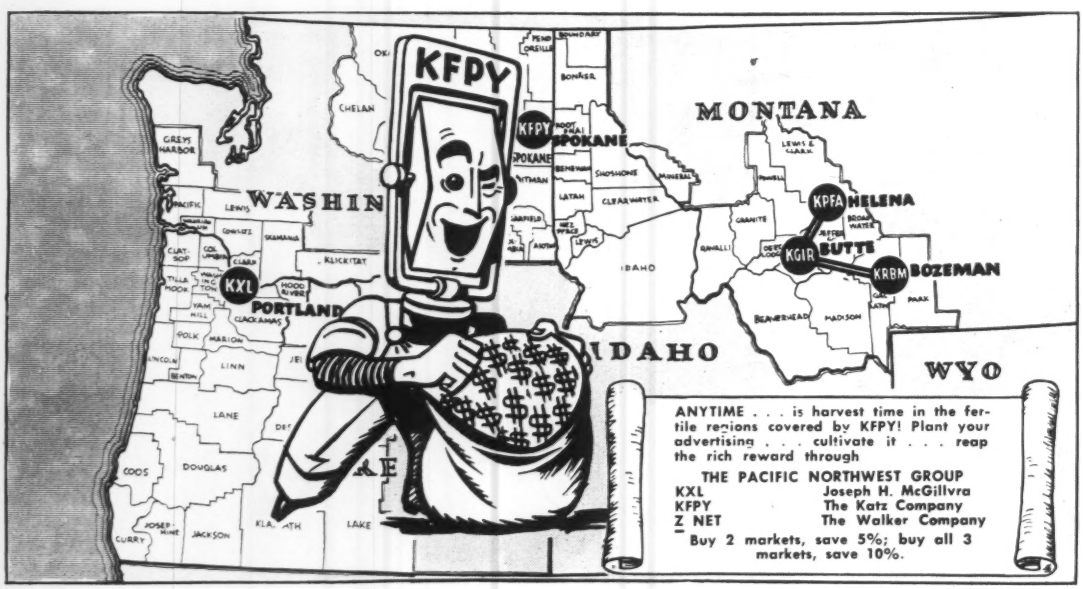
Gruen Watch Co., Cincinnati, 63 *ta* weekly, 52 wks, thru McCann-Erickson Inc., N. Y.
Sunway Fruit Products Co., Chicago (vitamins), 11 *t* weekly, 13 wks, thru Sorensen & Co., Chicago.
California Ship Building Corp., San Pedro, Cal., (help wanted) 78 *sa*, thru Foote, Cone & Belding, Los Angeles.
Sunset Magazine, San Francisco (home & garden periodicals), 18 *ta*, thru Brisacher, Davis & Van Norden, San Francisco.

KYW Philadelphia

Strawbridge & Clothier, Philadelphia (department store), 16 *sa*, for 3 days, placed direct.
H. L. Knowles, Inc., Springfield, Mass. (Rubino), 3 *sa* weekly, for 26 wks, thru Charles W. Hoyt, N. Y.
The Hubinger Co., Keokuk, Ia. (Quick Elastic Starch), 1 *sa* weekly, for 13 wks, thru Ralph Moore, St. Louis.

WSAJ Cincinnati

Stanback Co., Salisbury, N. C. (headache medicine), 21 *ta* weekly, 26 weeks, thru J. Carson Brantley, Salisbury.



Our Spots Paid Despite All Handicaps

(*Continued from page 20*)

tion breaks, we had to do it like this:

Cheerful news: FREE inspection, written report . . . any basement or forced-air FURNACE over five years old . . . June and July only . . . P-A-Y-N-E . . . Payne Furnace Company. Call or write nearest office in phone book.

Results Inventory

Now, as to what happened: The results of any such operation must be evaluated, of course, upon two bases—tangible and intangible. For tangible results, we had a total of about 750 inquiries, and they continued to come in for some time after the offer expired July 31. Our Service Department took orders for approximately 250 free inspections of qualifying furnaces, the majority of which revealed "prospects" for future replacement. Cash sales for service jobs and parts totaled over $1,500.00 and many contacts were established for *future* service, when and if needed. More cash sales will follow, of course.

As to the intangibles: Owners whose heating plants required *no* service were given a written report to that effect, and it is safe to say that every one of them retained a cordial, friendly feeling toward our Company and its represestatives. Whom will they call when they *do* need service later? "Payne", we hope and believe.

Among the total calls were a good many from owners of floor furnaces who either had not understood our announced limitations or who contacted us anyway on a chance that we would inspect their appliances. Instead of regarding these as nuisance calls, we welcomed them as an opportunity to make additional friendly contacts, explaining the conditions of the offer by telephone and, in many cases, advising the owners on how to clean and adjust their appliances. Again, a fund of good will undoubtedly resulted. Needless to say, our mailing list, too, has benefited by the operation.

Finally, at a time when all our facilities, except the Service Department, are devoted to war production, and few pre-war Payne furnaces are available even on priority, we reminded hundreds of thousands of our "neighbors" not once, but many times, that the name "P-A-Y-N-E, Payne" still stands for *heating* and for friendly, skilled service, and will continue to do so after the war. This constructive publicity, impossible to evaluate in dollars, we regard as the most important result of our unique summer radio test. Our management sums up its attitude in two words, "Completely satisfied".

BECK SHOES ADDING RADIO TO CAMPAIGN

RADIO TIME as well as substantial newspaper linage in 40 cities is planned for fall advertising campaign of A. S. Beck Shoes. A special musical spot announcement for station breaks and participation programs has been created for Beck by Pettingil & Fenton Inc. and will be broadcast more than 125 times a week by three New York stations. The agency handles both newspaper and radio campaigns.

Outlets in A. S. Beck sales territory throughout the East and Middle West are to be added to the schedule shortly.

Both newspaper and radio copy are to feature success theme reportedly based on independent research that "more women on Fifth Avenue and other fashionable streets wear A. S. Beck Shoes than any other shoe!"

WCED Joins CBS

WITH the addition of WCED, Du Bois, Pa., Oct. 10, to the list of CBS affiliates, the network will reach a total of 135 stations. Owned and operated by Tri-County Broadcasting Co. with 250 watts on 1230 kc., WCED joins CBS as a bonus station to the basic network. Network recently acquired KEYS, Corpus Christi; and KGBS, Harlingen, Tex. [BROADCASTING, Aug. 23].

B-S-H NAMES CARTER A SENIOR EXECUTIVE

FURTHER EVIDENCE of the eventual reorganization of personnel at Blackett-Sample-Hummert when E. F. Hummert resigns and a new agency setup is formed [BROADCASTING, Aug. 16], was given last week with the announcement by H. M. Dancer, president of B-S-H, that Bertram H. Carter has joined the agency as a senior executive.

Mr. Carter has most recently been publisher and editor of his own newspaper in upper New York state, and before that was with *The Saturday Evening Post* in Philadelphia. He has also headed his own advertising agency, and has worked with Lennen & Mitchell, New York.

Appointment of Mr. Carter to the B-S-H staff is the second in two weeks, Joseph I. Palistrant, formerly with Frederick Stearns & Co., Detroit manufacturing chemists, having been appointed director of the agency's drug and cosmetic merchandising department.

Whelan Testing

WHELAN DRUG Co., a chain of 35 New York drug stores, made its first radio venture Aug. 23 as sponsor of a segment of Alan Courtney's recorded music program six times weekly on WOV New York. Contract is for 12 weeks. Neff-Rogow, New York, is agency.

DICK TRACY

ALWAYS GETS HIS MAN!

YOU—
Can Get Your Men, Women or Children

IF—
You Sponsor This Swell Show—
MONDAYS THRU FRIDAYS
5:15-5:30 P.M.

SPOT SALES, INC.
National Representatives

WINN LOUISVILLE
with
WINN
Your
BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

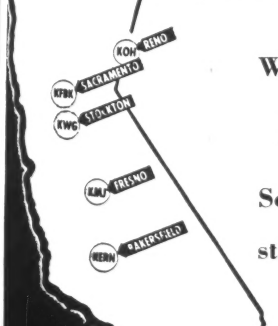
Hon. Frank Silvernail
B B D & O
New York, N. Y.
Dear Frank:

I'd bet my last dollar that you'll agree with me when I say it's those extras that make one product stand out over another. I knew you would, and that's why you're probably interested in knowing how my station also comes thru with those so called extras. Well, we are carrying that swell AP show, "Washington Inside Out", just as lots of other stations are doing. But you don't see us just putting it on with one of our regular announcers (as good as they are). No sir! We've got Max Fullerton doing the show, and, as you know, Max is the chief of the AP Bureau for the state of W. Va. Makes a "natural," doesn't it? Course we've got it spotted right too, because more than 500,000 radio homes can hear it every Sunday at 6:15 P.M. Believe me, I couldn't blame some advertiser for buying it, if he's looking for the real thing.

Regards *Yrs.*
ALGY

WCHS
Charleston, W. Va.

CALIFORNIA COVERAGE



What's all this about the
BEELINE?
Soon you'll have the full story. Watch these pages.

McCLATCHY BROADCASTING COMPANY

Garey Says 'Gestapo' Charges Sustained

(*Continued from page 12*)

time and about his including political material in his broadcasts, supposedly confined to nutrition, Mr. Belli said that in June, 1942, he dropped Dr. Brunori from his program. Dr. Brunori then made an affidavit about Mr. Belli and gave it to Giuseppe Lupis, editor of *Il Mondo* and Italian program director of WHOM New York, who took it to Washington. Called as a witness in the hearings of the preceding week, Mr. Lupis was revealed as a constant "informer" on the activities of Italian broadcasters to the FCC and other Government agencies.

After accepting the new parole which shut down his normal business operations, Mr. Belli got the Office of Censorship interested in his case, the FCC report states. On Sept. 25, 1942, Mr. Ennis wrote to Alan Fenner, FCC field attorney in New York, that "strong representations are made in his favor" and suggesting that either the FCC or the OWI, "whichever is charged with the responsibility," should decide on Mr. Belli's fitness to broadcast, rather than the AECU.

In October the OC asked Messrs. Falk and Cranston, together with David Truman, broadcast analyst for the FCC's FBIS, and Jerome Spingarn of the FCC's War Problems Division, to discuss Mr. Belli with Robert K. Richards, assistant to J. H. Ryan, and E. H. Bronson, head of OC's foreign language radio section. The Censorship officials asked for more information, which Mr. Cranston and Mr. Spingarn promised to supply.

On Nov. 12, 1942, J. H. Ryan, assistant director of OC, wrote the AECU that the OC's own investigation of Mr. Belli, plus its review of the material supplied by FCC and OWI, failed to prove the charges against him, and recommended that he be relieved of his parole. Terming the FBIS report "nebulous", Mr. Ryan wrote that the OC's monitoring had "uncovered no evidence of censorship violations". He also discounted the credibility of Dr. Brunori's affidavit by revealing his conviction for extortion in 1913.

Ryan Said O-C Found No Evidence of Violations

Regarding charges that Mr. Belli was a Fascist, made by Pietro Garofalo (who Mr. Ryan stated was discharged at the suggestion of Mr. Alcorn when he disobeyed orders about the sources of his newscasts), and by the Mazzini Society (which Mr. Ryan pointed out, had for two years unsuccessfully tried to get Mr. Belli to become a member) Mr. Ryan said that this evidence might be prejudiced. The OC monitor who listened to Belli's programs for six weeks reported that they did the "best job of selling bonds and making USO appeals of all Italian broadcasters to whom she had listened", he declared.

A few days later Mr. Falk also wrote the AECU objecting to Mr. Ryan's conclusions and stating that OC "ignores completely Dr. Brunori's side of the argument, misinterprets the Garofalo incident and was misled by its informants about the Mazzini Society." Asked by Chairman Cox to explain the difference in attitudes reflected by the OC, the FCC and OWI, Mr. Garey said that the Office of Censorship "is responsibly conducting its duties with a fine regard for the scope of activities it is given by law, whereas the FCC and OWI are not". There is a little group in both the latter agencies, he stated, who, finding themselves "momentarily in power", are "determined to destroy" persons whom they suspect, with or without evidence.

On Dec. 2, Thomas D. McDermott, acting director of enemy alien parolees, reported that Mr. Belli was "observing technical compliance with the restrictions" imposed on him, but that the condition of parole was too nebulous to be enforced and he recommended either cancellation of the condition or internment of Mr. Belli.

Mr. Garey read reports from Mr. Fenner to Marcus Cohn, of the FCC legal staff in Washington, of attempts to obtain counter evidence to the proposed lifting of Mr. Belli's parole restrictions, covering interviews with other Italian language broadcasters and even with Mr. Belli's office boy. Copies of stories in Italian language papers were sent to Washington, charging Mr. Belli with appearing with prominent Fascists at a party given in 1939 by the Italian Barbers Assn. Mr. Belli denied attending the affair.

The FCC files also contained vouchers signed by Miss Frances Keene of Shortwave Research Inc., who had been engaged by the FCC, indicating that she had spent many hours investigating Mr. Belli and that she had also hired others to assist in this task. Nathan David, FCC asistant general counsel, representing the Commission at the hearing, asked that the record show that this action on her part was unauthorized and that the FCC did not pay these other assistants.

Hired Two; Fired Two, At OWI's Suggestion

Meanwhile, Mr. Belli testified, he had sought assistance from Rep. Vito Marcantonio (A.L.-N.Y.), who had conferred with FCC officials, including Nathan David, the latter asked Rep. Marcantonio to tell Mr. Belli to talk to Messrs. Cranston and Falk. When he saw them, in March, Mr. Belli stated, they told him that he'd have to change

Meet 2,000,000 Friends!

More people now live in WOAI's daytime primary area than in the metropolitan markets of San Francisco, St. Louis, Cleveland, Baltimore or Washington, D. C.!

Count off 2,008,760 prosperous folks and you have the population of that part of Texas in which the powerful voice of WOAI is predominant. And of this number 183,959 have moved in since 1940!

WOAI sells more merchandise to more people than any other station in Central and South Texas—one of the healthiest and fastest-growing markets in America.

50,000 WATTS - - - - - - - - CLEAR CHANNEL
AFFILIATE NBC - - - - - - - - MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

TEST YOUR KNOWLEDGE OF PANAMA

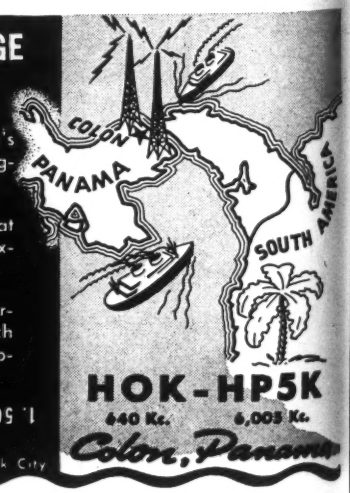
1 What percentage of Panama's present population speaks English?

2 Name the Panama station that carries English programs exclusively every evening.

3 How can you tell your advertising story to the big, rich English-speaking Panama population?

1. 50% 2. HOK 3. HOK

Rep. Melchor Guzman Co. Inc
9 Rockefeller Plaza New York City



HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

some of his staff, who were accused of being pro-Fascist. He protested that this was not true as far as he knew and also that the conditions of his parole did not allow him to take any part in broadcasting. They told him, he stated, that if he made the changes they suggested they'd have the parole lifted.

At their suggestion, he testified, he hired Renzo Nissim, who then assumed full charge of the programs in the time paid for by Mr. Belli and who, the following day, hired two new staff men. Reporting on this in a letter written to J. A. Guest, FCC senior field attorney in New York, on April 5, Mr. Belli wrote:

OWI Thanked Belli For Loan of Italian Discs

"We have taken Hugo Neri from the air and replaced him with Nino di Salle, an American citizen having a well-known anti-Fascist background. Mr. Angelo Franci, the news translator, was replaced with Ettore Rava, holding a position with OWI in New York.

"Renzo Nissim, censor and supervisor, is a Dr. of Law with an anti-Fascist background. He has been working for OWI in Washington, in the preparation of scripts of anti-Fascist propaganda which are on the air on all Italian-language stations in America."

After some discussion of program changes, the letter concludes, "I hope these changes will meet with the approval of the OWI, FCC and other Government agencies interested in my activities." Mr. David asked Chairman Cox to ask the witness if identical letters were not sent to the FBI and other agencies, explaining that he could not testify to that and that in six months the witness will not be available. Mr. Cox rejected his plea, but subsequently Mr. Garey put the question to Mr. Belli who said he did not remember and could not tell without consulting his files.

On April 9, Mr. Belli said, he was told that he could resume his business, but could not prepare or put on broadcast material. Later Mr. Nissim told him, he said, that he'd arranged for a full release from the condition of parole and on May 26 this occurred. As a postscript, Mr. Garey read a letter to Mr. Belli from the OWI, written last July, expressing "great appreciation" for his "real and valuable contribution to the war effort" in making available to the OWI his collection of Italian records for use in overseas broadcasting.

Renzo Nissim, called to the witness stand Wednesday morning, testified that he had been born in Florence, Italy, in 1907; that as a student at the U. of Florence he had belonged to a student Fascist organization and that he had joined the Fascist Party following his graduation in 1931 when he wanted an appointment as an assistant at the University, explaining that the Italian law required all instructors to be party members. He did not keep up his dues and was expelled, he said.

TAKING THE SPONSORS for a ride is the new way of celebrating an anniversary broadcast which commentator John Corcoran, WFIL Philadelphia, has found popular. The handsome oat-burners pulled a tally-ho load of Morris Plan Bank branch managers and agency heads out to Garden State Race Track in Pennsauken, N. J. The chap at the left with the hand up is Corcoran.

Cox Says Alien Hiring By OWI Is "Shocking"

Coming to America as a visitor in 1937, he went to Cuba and returned as an immigrant the following year, he said. His first radio work was as a writer on the *Famous Trials* program sponsored by Roman Macaroni Co. on WHOM. Later he also worked with an Italian dramatic company appearing on WOV and about a year ago an Italian program director of that station recommended him to Mr. Falk who hired him as a writer on an OWI series, "Victory for America — Freedom for Italy," which was transcribed and sent to all Italian language stations in the United States.

Chairman Cox observed that apparently the people in Government service could not find citizens to do their work, but followed the practice of engaging immigrants as soon as they arrive. He termed the situation "shocking" and one that should be corrected immediately.

Sure, we're the "Voice of the Textile South." But don't overlook our farmers. In our 22 county–3 state–area, they had a $93,000,000 cash income last year. It's gone up since, (so has their way-ahead preference for WSPA).

WSPA

Serving the Textile South
from Spartanburg, S.C.
5000 watts day,
1000 watts night,
950 kc. Represented by
Hollingbery.

CBS

Mr. Garey said that according to the *Congressional Record* of June 28, 1943, there were 417 aliens on the OWI payroll, with salaries ranging up to $8,000 a year.

After this revelation the Chairman asked Mr. Garey if these aliens were hired because of their knowledge of some special foreign ideologies or because of their understanding of American ideals, to which Mr. Garey replied that they were hired to tell Americans how America is and how it ought to be.

At first he wrote his scripts from material sent him by Mr. Falk or other OWI officials, principally Giuseppe Facci, in charge of OWI's domestic Italian broadcasts, Mr. Nissim said. Later, when this material was slow in coming, he began developing his own material, he stated, explaining in response to Mr. Garey's questioning that he felt that most Italian speaking Americans were pro-Fascist and that something ought to be done to change their frame of mind.

FCC Attorney Asks Data On Staff Changes at WBNX

Questioned about his work as an announcer for the OWI Overseas Branch, Mr. Nissim said he had taken an oath of secrecy not to disclose anything about this. Mr. Garey asked what he was supposed not to reveal and he replied that he supposed it was the material he had broadcast, assenting to Mr. Garey's remark, "It's all right to broadcast it to the entire world but you must keep it a secret at home."

On March 19, 1943, he received a letter from Mr. Belli asking for an appointment, Mr. Nissim said, stating that he was surprised at this as he had never met Mr. Belli. He went to Mr. Belli's office and was offered a position, Mr. Belli saying that he had got Mr. Nissim's name from the OWI. Mr. Belli told him the whole story of being put off the air, he said, adding that he was "amazed and shocked" at such injustice.

Mr. Belli hired him as censor and announcer, with possibly some script writing, he said, and told him that the OWI wanted more "prodemocratic material" in the programs, which they had criticized as being "too passive." In effect, Mr. Nissim said, he was placed in charge of Mr. Belli's program operations, as at that time Mr. Belli was not permitted to go to the WBNX studios, under the conditions of his parole.

Shortly after this, Mr. Nissim said, he heard from Mr. Facci that he had given his name to Mr. Belli. Mr. Nissim said that he made several changes in personnel, but that before hiring any new Italian staff members he consulted the OWI, explaining that he did this in good faith as he thought that the OWI, as a Government agency, had the right to say who should or should not be employed. He also stated that J. A. Guest, senior field attorney for the FCC in New York, came to WBNX soon after he began working there and asked to be informed of any changes in personnel.

Garey Sees FCC Laying Off Because of Inquiry

Mr. Nissim said that after investigating the people working for Mr. Belli he found no indications that any of them were anti-democratic or pro-Fascist. The only change he suggested, he said, was the replacement of Angelo Franci, and that was not for political reasons but because Mr. Nissim thought he was not qualified for his job. He reported to the FCC and OWI that he found no basis for their charges of pro-Fascist sentiments among the personnel, he stated.

Questioned about Hugo Neri, Mr. Nissim said that he found nothing against him and wanted him kept on, but that Mr. Belli said that someone at the FCC or OWI had insisted that he be let go because of an allegedly anti-British tone to one of his broadcasts. He

Record Future

PREDICTION that the magnetic recording system now being utilized by the Army for on-the-spot recordings [BROADCASTING, Aug. 23] will be widely used for home recordings in postwar days is made in the "Business at War" section of the September *Fortune*. "Before the war," the magazine reports, "it was possible to make disk recordings at home, but quality comparable to the best commercial records could be achieved only with expensive, hard-to-work equipment. The new method involves recording sound waves by magnetic impulses on wire or tape. With it, almost anyone can make good recordings from his radio set."

Winners May Expand

PENN TOBACCO Co., Wilkes-Barre, since early July has been testing radio for its new Winner king-size cigarettes, using a five-weekly quarter-hour newscast on WHP Harrisburg. Promotion for Winners, which alternates with commercials for Kentucky Club tobacco, is on the theme that Winners are "gentlest on the human system." Later in the fall, Penn may expand Winner promotion to station breaks in the Harrisburg and other areas. Agency is H. M. Kiesewetter Adv. Agency, New York.

"GIT HEP, CAT, TO THE SALES POSSIBILITIES IN THE RED RIVER VALLEY! GIVE OUT WITH YOUR JIVE ON WDAY—ONLY SOLID SENDER IN THIS NECK OF THE WOODS!"

WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

was kept on as a salesman, Mr. Nissim said, but was not allowed to go into the studios.

On a trip to Washington to discuss some OWI scripts with Mr. Facci, Mr. Nissim said, they talked about Mr. Belli and Mr. Nissim urged that everything possible be done to relieve him of the condition of his parole which was ruining his business. Mr. Facci agreed that this should be done, Mr. Nissim said, and shortly afterwards the condition was lifted. He denied claiming credit for lifting the parole condition, but said that he thought his talk with Mr. Facci may have helped to achieve this end.

Mr. Nissim said that for some time he had had no inquiries from OWI, FCC or any other Government agencies, at which Mr. Garey asked if he thought that possibly the House Select Committee investigation into the activities of the FCC and OWI might not have helped to keep these agencies off the neck of the broadcasters.

W. I. Moore, financial officer of WBNX and assistant to W. C. Alborn, the station's general manager, took the stand in the afternoon. He testified that Edmund Silver of the FCC legal staff had come to him on May 30, 1942, for information and continuities of certain German language broadcasts, which he was given. On June 27, 1942, he said, Charles E. Clift, an FCC investigator described by Chairman Cox as "a member of the Gestapo of the Commission," came to WBNX, remaining for about 10 days, during which time he went into every phase of the station's operation, asking detailed questions about the personnel, the contracts with clients, how bulk sales were handled and similar matters. He refused to explain the reason for this investigation, Mr. Moore said, saying only that he had been ordered to make it.

At that time WBNX was operating on a regular license but at the end of July it was put on a 30-day license, Mr. Moore said, continuing on that basis until just recently, when its regular license was restored. WBNX was put on temporary license after George Brunner, German program producer, had been put off the air at the direction of Lee Falk, Mr. Moore stated.

Weil Denies Hartley Was Recommended By Falk

Questioned as to his association with Mr. Falk, Mr. Moore said he had not met him before the day that Mr. Falk had told him and Mr. Alcorn to put Mr. Brunner off the air, but that he had heard Mr. Falk speak at a foreign language session of the 1942 NAB convention. He recalled that Mr. Falk had said that unless the foreign language stations got rid of certain personnel objectionable to the OWI they would lose their licenses, a statement that made Mr. Moore so mad, he reported, that he left the meeting.

Mr. Garey read a letter written by Mr. Moore on Dec. 30, 1941, to Frances Keene, director of Shortwave Research Inc., concerning an interview he had had with the chairman of the radio committee of the Mazzini Society, whom she had sent to WBNX. Mr. Moore was unable to recall much about the meeting except that the man had objected to everything about the Italian programs on the station and had asked for time to put on a series for his organization, which Mr. Moore had refused. Mr. Garey also read from a letter written last fall by Mr. Alcorn to Robert K. Richards of the Office of Censorship, stating that perhaps this rejection of the Mazzini Society might have been the "innocent cause" of Mr. Belli's trouble.

Ralph Weil, manager of WOV, called as the next witness, was asked about his station's public service contributions. In reply he gave Mr. Garey a list of public service programs on WOV from

Pal Spot Campaign

PAL BLADE Co., New York, is conducting a spot campaign for Pal Razor Blades in five cities and may expand further if drive proves successful. Firm uses five-minute transcriptions featuring harmonica duettes by "Gallagher and Sheean". Listeners are invited to submit the last line to an uncompleted jingle, War Bond prizes going to the winners. Discs are aired from two to three times weekly on WBZ-WBZA WTIC WBT WSGN WHO, at all times of the day and evening. Pal Blade ran a test in the New York area in the first part of the year. Current campaign started Aug. 9. Agency is Al Paul Lefton Co., New York.

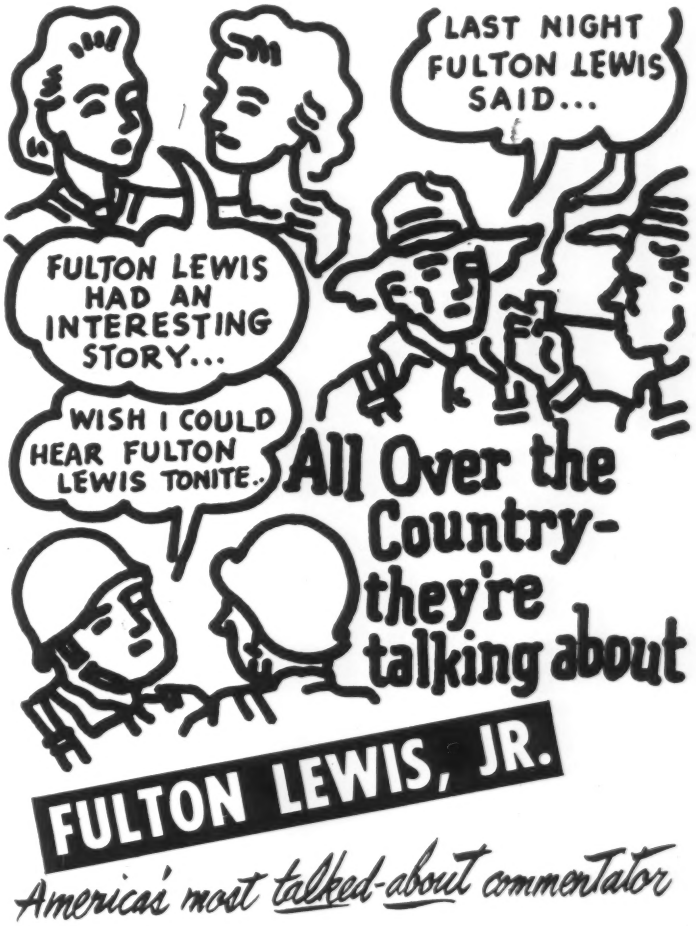
STAFF CHANGES AT NBC CHICAGO

JULES HERBUVEAUX, program manager of the NBC central division, has announced the appointment of Arthur Jacobson as assistant production manager, the addition of two new production staff members and the resignation of Fred Weihe, NBC director, who will return to New York.

The new staff men are Albert Crews, former chairman of the Department of Radio in the School of Speech at Northwestern University, who will be a drama director, and Peter A. Cavallo, Jr., Chicago musician, who will serve as a musical director.

Jacobson, who will assist Charles Urquhart, production manager, joined NBC a year ago after an acting carer of 16 years in radio, stage and screen under the stage-name of Henry Hunter, he co-starred in productions with Sylvia Sidney, Alice Brady, the Lunts, May Robson and Eva LaGallienne.

While at Northwestern, Crews collaborated with Judith Waller, NBC central division public service director, in planning and supervising the NBC-NU Summer Radio Institute, and has written two texts used by the Institute students, *The Handbook of Radio Writing* and *A Handbook of Radio Production Directing.*


LAST NIGHT FULTON LEWIS SAID...
FULTON LEWIS HAD AN INTERESTING STORY...
WISH I COULD HEAR FULTON LEWIS TONITE..
All Over the Country- they're talking about
FULTON LEWIS, JR.
America's most talked-about commentator

He's the most talked about commentator in the United States His "scoops" have made radio history during the past few years. His authorative, yet interesting style is recognized and respected on 197 stations coast to coast ... a record in itself.

The power of Fulton Lewis, Jr. has been proven ... now sell him at your one time quarter hour rate per week. Call, wire or write: WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

"KEEP SHIPPING MONTHLY"
wires Eugene Tanner, **WSIX**

THE SHADOW
Available locally on transcription—see **C. MICHELSON** 67 W. 44 St., N.Y.C.

it's no secret

FILMACK
is a way of converting a few minutes of your station sustaining time into big promotion—results almost without cost.

FILMACK
gives you repeated contact with enormous movie theatre audiences—stepped up show ratings—happier sponsors.

FILMACK
is a Tit-for-Tat deal that brings your station greater tune-in—without using up promotion money.

YOU WRITE—WE SEND COMPLETE INFORMATION

FILMACK

1325 S. Wabash Avenue, Chicago, Ill.

January 1942 to the present time, which he said represented a contribution of $281,989 worth of time at card rates, in addition to which the station had expended about $5500 in presenting these programs. Mr. Weil also offered copies of magazine articles, letters, awards and presentations made to WOV by publications, Government agencies, the Red Cross, the Treasury Dept., the NAB and other individuals and groups for the station's outstanding contributions to various phases of the war effort, particularly for promoting a pro-democratic attitude among Italo-Americans.

Questioned about Arnold B. Hartley, program director of WOV, Mr. Weil denied that he had been recommended by Mr. Falk, and when Mr. Garey read from a statement Mr. Weil had made to an investigator of the Committee to that effect, he said that he had later changed that statement, which was incorrect.

Asked if he had talked to Harold A. Lafount, general manager of all the Bulova radio properties, including WOV, since Mr. Lafount had been interviewed by the Committee, Mr. Weil said he had seen Mr. Lafount on the following morning. Mr. Garey questioned Mr. Weil closely about this conversation, asking if Mr. Lafount had told Mr. Weil that Mr. Garey had informed him that Mr. Weil had told the Committee that Mr. Falk had given Mr. Hartley's name to WOV. Mr. Weil denied that Mr. Lafount had made any such report to him or had complained about the testimony he had given, stating that Mr. Lafount had complained about the length of time the Committee had kept him waiting.

Mr. Garey warned Mr. Weil that he was under oath to tell the truth, adding that there had been "too much false swearing around here" and that it might be a good idea to make an example. Hearing then recessed for the day "to give the witness a chance to consult with counsel."

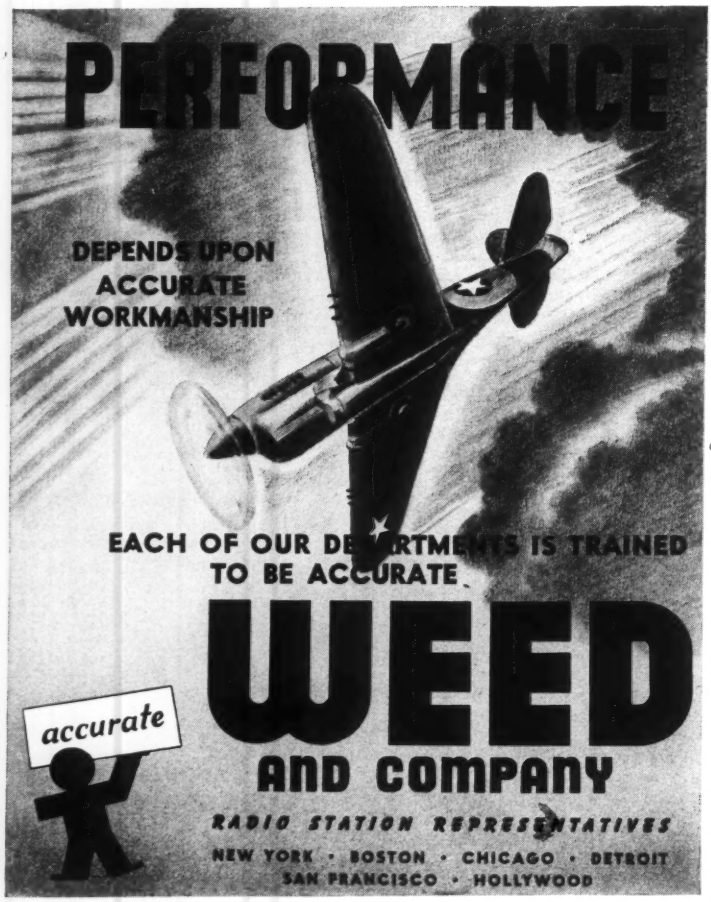
LARGE CROWD gathers as one of New York's largest newspaper advertisers, Abraham & Straus department store, makes its first venture into commercial radio [BROADCASTING, Aug. 23]. WABC, New York, takes its program *The Missus Goes A Shopping* to the store in Brooklyn, to welcome A & S as a participating sponsor. (L to r) R. H. Steiger, ass't sec'y, A & S; G. R. Swift, WABC account executive; Walter Neff, president, Neff-Rogow Agency, New York; Paul Mowry, WABC production staff; John Reed King, m.c.; Dorothy E. Swenson, vice-president and publicity director, and Richard H. Brown, vice-president and general superintendent of A & S; George Allen, program director, and John Field, newly appointed sales manager, of WABC.

Fly Letters Called Bid For Support by FBI and Military

Mr. Garey opened the Thursday morning session by reading a number of letters by FCC Chairman Fly to the FBI and to military and naval intelligence asking for information about George Brunner, who had been put off WBNX more than six months before, and also about Elsa Maria Troja, Lido Belli and William C. Forrester, all employed at WBNX. No answer was received to either of these letters, Mr. Garey said.

Chairman Cox asked the purpose of this correspondence and Mr. Garey replied that the FCC and OWI were evidently trying to find some support for their illegal and unauthorized actions against these persons.

Duccio Tabet, an Italian-born alien who had been a member of the Fascist party in Italy and who entered the United States in 1940 on a political refugee visa, was called as a witness. He explained that, like Mr. Nizzim, he had joined the party only as a means of obtaining a teaching position at the University of Pisa. He and his wife helped to organize Free Italian Youth, a group of young


PERFORMANCE
DEPENDS UPON ACCURATE WORKMANSHIP
EACH OF OUR DEPARTMENTS IS TRAINED TO BE ACCURATE.
accurate
WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT
SAN FRANCISCO · HOLLYWOOD

The *Only* **BLUE** Network Station *Serving* the rich important *U. S. 34th* Metropolitan District

WFMJ
Youngstown, O.

anti-Fascist Italians and Italo-Americans, a few months ago, he said, describing the organization's aims as, first, to promote the war program of the United Nations, and, second, to help establish a democratic government in Italy. He admitted the desire to return to Italy to assist in setting up a democratic government there as soon as that is possible.

Religious Teachings Involved In Directors' Instructions

Questioned about a speech made by Mrs. Tabet at a recent meeting of an allegedly communistic nature, Mr. Tabet denied that his wife is a communist or a fellow traveler, describing her as pro-democratic. Asked about his membership in the Mazzini Society, he said its purpose was to "make pro-democratic propaganda" to counteract the effect of pro-Fascist propaganda among Italian groups in America.

Mr. Tabet said he went to work at WOV as a translator in December 1941 and shortly after that also began censoring Italian scripts. He was hired by Mario Ferrari-Hutton, then Italian program director, he said, at the recommendation of a mutual friend, but denied that Shortwave Research or any government agency helped to get him the job.

Before Easter, 1942, Mr. Tabet said that he had suggested to Mr. Hutton that the station prepare a set of instructions for program directors and that under Mr. Hutton's direction he had written one which has since been used by the station at the Easter and Christmas holidays. An English translation of these instructions was read into the record:

"First: When one talks about war it is absolutely necessary to avoid vague and confusing expressions such as "devastating war," "horrible devastation" and similar. One must, to the contrary, put in evidence that the war which America and the allies are fighting is a war for a just cause, for an ideal of justice and freedom which finds its origin exactly in the teaching of Jesus Christ.

"Second: When one talks of peace he must in every case first state that the victory of America is necessary for humanity to find its peace.

"Third: Nothing must be said in contrast with the password of the moment. For instance, no reference to 'resignation, because after the storm serenity will follow.' This would evidently be in contrast with the stirring activity which everyone of us must consecrate to the victory of the democracies. One may naturally invite the faithful to prayer, but they must not be invited to desist from action.

"Fourth: It is well to put in evidence that freedom of religion is one of the aims of the war of the United Nations.

"Fifth: Talking about Jesus' life, it is necessary to avoid touching upon episodes for which require a knowledge and competence possessed only by recognized authorities. It should rather be brought out that which can ultimately be illustrated at this time, for instance, that which refers to the equality of all men, in absolute contrast with the racial theory of Fascism."

Mr. Garey then questioned Mr. Tabet about a religious script he had censored last December, in which was paraphrased that section of the Lord's Prayer—"Forgive us our trespasses as we forgive those who trespass against us"—to read "Let us forgive those, who enacted by anger or driven by the hidden force of Satan, have attempted to offend us". Later he deleted this paraphrase. He explained the change by saying "it could be interpreted in the wrong way" as suggesting that the American public should forgive Fascists.

Lengthy questioning as to his competence to censor religious programs failed to produce any answer other than that he was trying to prevent misunderstanding.

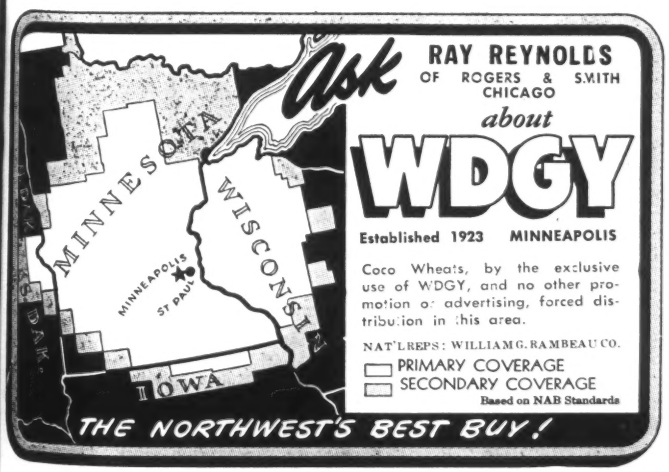
Asked about frequent deletions of such religious phrases as "peace on earth to men of goodwill," which

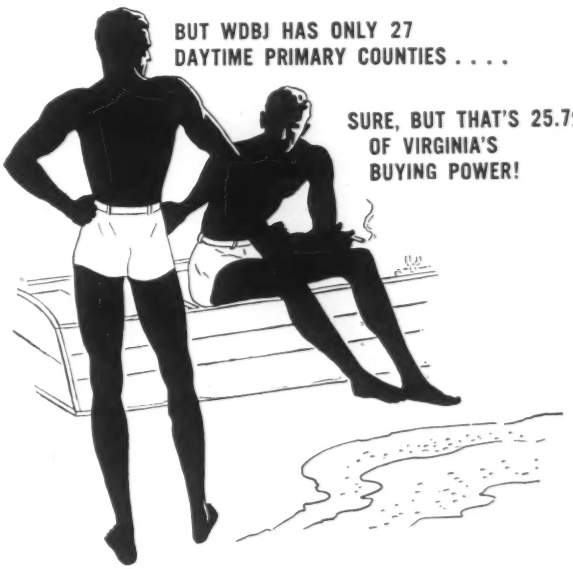
Matchabelli Test

PRINCE MATCHABELLI Inc., New York, which has tested a group of one-time broadcasts on CBS in December, April, May and June for its Stradivari perfume, is beginning a regular series of programs for that and other perfume products Oct. 10 on NBC. As on the single programs, Paul Lavalle will conduct an orchestra featuring violinists playing the historic string instruments after which the Stradivari perfume was named. Using 52 NBC stations, the series will be heard Sundays 12:30-1 p.m. Agency in charge is Morse International, New York.

Believes in Radio

CRAWFORD CLOTHES, N. Y., through additional new programs and renewals, are now using approximately ten and a half hours weekly on WMCA New York. Latest programs to come under their sponsorship include commentaries by Dr. Frank Kingdon, educator, Tuesday through Saturday, 10:30-11 p.m., and recorded popular music of 10, 12, 15 minutes, with Jerry Lawrence as m.c. Another musical series rounds out the new listings, bringing the clothing firm's recently added time to four and a half hours. With the renewal of more than six hours per week, the combined radio time is equally divided between news and music. Crawford also uses less extensive schedules on WJBK Detroit and WPEN Philadelphia. Agency is Al Paul Lefton Co., N. Y.





UNLESS you've studied the figures, we grant it's hard to believe that the 27 daytime primary Roanoke-Southwest Virginia counties which are served (virtually exclusively) by WDBJ *actually furnish 25.7% of Virginia's buying power. . . .*

. . . 28.6% of all the radio homes in Virginia—and most other market indices in at least the same rough proportion, too. . . .

WDBJ is the *only* station giving satisfactory service to this *important* area. May we send you *all* the facts?

WDBJ
ROANOKE VA.

CBS · 5000 Watts · 960 KC
Owned and Operated by the TIMES-WORLD CORP.

FREE & PETERS, Nat. Representatives

Always Popular
Now More
POWERFUL
WCAO
The Voice of Baltimore
NOW
5,000 WATTS
DAY & NIGHT
600 KC
The Only Columbia Station in Maryland
★
Paul H. Raymer Co.
National Sales Representative
New York • Chicago • San Francisco • Los Angeles

he changed for a Christmas broadcast, to read "Peace on earth, good will toward men and victory for America", Mr. Tabet insisted that, religious programs or not, there should be no mention of peace without also some mention of an American victory.

Mr. Garey asked him if he did not realize that the "peace" referred to was peace of spirit, mind and soul, a religious and not a political phenomenon, and what right had he to question a basic tenet of the Christian Religion in the United States which allows no one to interfere with religious teachings.

Simon Cites Troubles On Anchoring Control

The difficulty of foreign language broadcasters in their relationship with the FCC with particular respect to personnel was described by Arthur Simon, general manager of WPEN, Philadelphia, who took the stand briefly Thursday afternoon to swear into the record a testimony that he had given to Committee Counsel on Aug. 12 and Aug. 24 in New York.

The problems of getting some government agency with proper authority to tell broadcasters officially and specifically what personnel should or should not be on the air were related by Mr. Simon. As Chairman of the Foreign Language Radio Wartime Control Committee, he told of the origin and the objective of that group which was organized at the NAB Cleveland Convention in May, 1942. Mr. Simon told of a conference with FCC Chairman Fly reporting on the progress that the Foreign Language Radio Wartime Control was making and that Mr. Fly was pleased that the organization was going to try to regulate the personnel on foreign language stations. At one of these conferences, Mr. Simon called to the Commissioners' attention the large number of foreign language stations that were operating under temporary licenses and asked what was holding up the licenses. The Chairman replied that he was surprised at that but he didn't know any particular reason why any broadcaster didn't have a permanent license. It may have been due to one of many reasons, he said, but he couldn't tell without looking up the records. Mr. Simon posed the same question to Nathan David at a subsequent meeting. At that meeting Mr. David said that there were many reasons for a station being on a temporary license, that he didn't have the records on any of the matters of those referred to that the FCC wasn't at liberty to divulge any information on personnel. Mr. Simon said they could get nowhere with David and so they left.

The method used by the OWI to "put the finger" on foreign language announcers that it considered subversive was brought out in Mr. Simon's testimony. He told of verbal directives that Mr. Falk had handed down against certain personnel, including Stefano Luotto. When Mr. Falk told Mr. Simon that "Luotto was not the kind of a person to be broadcasting", Mr. Simon replied, "Let's have something definite on it", to which Mr. Falk retorted, "This office can't give anything definite. You've either got to take our word for it or you don't."

Mr. Simon described the questionnaire that the Foreign Language Radio Wartime Control Committee had devised for all persons employed by foreign language stations. These questionnaires included the employes' fingerprints. That information at the time it was compiled was turned over to the OWI because up to that particular time Mr. Simon testified, "it was impossible to get any government agency who said it had the responsibility of removing anyone from the air."

Biddle, Price, Fly Called in on Problem

The vague incriminations that the OWI handed down without substantiation, reached a climax, Mr. Simon said, during an OWI-Wartime Control meeting, at which A. N. Armstrong Jr. of WCOP, Boston, asked Lee Falk about an announcer on WCOP that Mr. Armstrong had been unsuccessfully trying to check for months, but Mr. Falk, replied that if he was the manager of that station he wouldn't have that announcer on it but Mr. Falk, Mr. Simon testified, had nothing to substantiate that allegation.

When Elmer Davis assumed the directorship of the OWI, Mr. Simon wired that representatives of the Committee would like to meet with Mr. Davis. At that meeting with Mr. Davis, Mr. Simon complained bitterly about Mr. Falk and expressed the view that the OWI had no right to be doing things it was doing. Mr. Davis, according to Mr. Simon, agreed that the OWI's job was a positive one, that its job was to get out information that was democratic and that he had asked Attorney General Biddle to clarify the situation as to where the delegation of authority rested with respect to the personnel on foreign language stations.

A meeting subsequently was held attended by Mr. Biddle, Mr. Fly, Byron Price, Harold Ryan, Alan Cranston and Nathan David in August of last year. As a result of that meeting, Mr. Simon told the counsel the authority on radio personnel passed from the OWI "which never had it and never should have had it" to the Office of Censorship, which had been also delegated by the president to remove subversive elements from the air.

That was the first time, Mr. Simon testified, that as chairman of the FLRWC he had received any definite statement of government policy as to what branch of the government had vested authority to remove any person from the air. Even after that statement of governmental policy, Mr. Falk requested Mr. Simon to remove from WPEN two Italian announcers, one who had been on the station eight years, the other six, because of alleged Fascist sympathies.

"I told Mr. Falk if these people

Popularity
—of the Blue Network shows heard over KECA plus our own programing, plus a perfect spot on the dial are good reasons why KECA is Southern California's BARGAIN BUY.
KECA
OF LOS ANGELES
Earle C. Anthony, Inc.
BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives

...r Fascist they didn't belong on the air. I will practice what I preach. If you tell me that they are, they won't be on the air tomorrow. I went back to Philadelphia and took them off the air. I suspended them for a period of two weeks as per the union contract. In the interim the switchover came from the OWI to the O-C and I threfore petitioned O-C on these two people. O-C, basing its decision on the same material that Mr. Falk had used, stated that there was no reason for removing either of these people from the air. I therefore replaced them."

Mr. Simon told of an intra-governmental squabble between the OWI and the O-C when Mr. Falk was reluctant to turn over the foreign language records to the Office of Censorship. Mr. Simon praised O-C for its work in the broadcasting field and stated that since O-C's jurisdiction was established FLRWC has been able to operate effectively.

Hilda Shea Figures In "Firing" Announcer

The FCC was directly involved in the discharge of another WPEN employee, Mr. Simon testified. Ralph Borrelli who had been on the station for 12 years was discharged at the insistence of Hilda Shea, though Mrs. Shea refused to divulge any reason as to why Mr. Borrelli should be removed from the air. He was replaced by a Mr. De Antonio, recommended by the OWI and okayed by Mrs. Shea. After the O-C had advised Mr. Simon that there was no reason to discharge Mr. Borrelli, Mr. Simon called Mrs. Shea on the telephone who told him curtly "She wiped her hands of the entire matter, that the Commission has no authority to take anybody off the air, and that as far as she was concerned there would be no more conversation about it." Although the Office of Censorship eventually handed down a verdict on Borrelli saying that he was not a fit person to broadcast, based on FCC information, Mr. Simon testified that he has never been able to get any further information about Borrelli's activities and that he is still unemployed.

Duccio Tabet, recalled to the stand, explained how, as WOV censor, he had censored various programs, including religious dramatic shows as well as other programs.

Before recalling Ralph Weil, Counsel Garey stated that the FCC must accept the responsibility for the acts of Nissim, Lupis and Tabet because it now appears in evidence that the presence of these persons on a radio station and their actions and activities were by written direction of the FCC. The FCC investigated the personnel of hundreds of stations, found fault with many innocent people, yet they permitted to remain on the air men engaged in the practices of the three men whose testimony the Committee has heard during the past week. The Committee by much of this testimony will be able to determine what legislation is required.

Mr. Garey during Mr. Weil's testimony revealed that a WOV advertiser has informed the station by letter that it intends to use Stefano Luotto on its broadcast starting Sept. 1. Mr. Weil replied that he had not reached any decision as to whether he would allow Mr. Luotto to go back on the air. Luotto has been the storm center during a large part of the testimony in New York since he was removed from WGES, Chicago and from New York stations at the insistence of the OWI. He has, however, been given a clean bill of health by the Office of Censorship. Mr. Weil stated that he did not put Luotto back on the air after he was removed from WGES because of the FLRWC Code concerning personnel. Early last Spring, when Andrea Luotto approached Mr. Weil on replacing himself with his brother on the air, Mr. Weil suggested that Mr. Luotto talk directly to Harold A. Lafount and that "Lafount had talked in Washington with some one concerning Luotto." Mr. Weil stated that "As I am not fully convinced an employee is acceptable to the station from the standpoint of the war effort, I will not hire him and if I have any doubts I would go to any agency who might have any information concerning the individual in question. I wouldn't have any hesitation in asking anyone." Mr. Weil told Counsel Garey that he would write the Committee in Washington and let them know what action he will take with respect to Stefano Luotto broadcasting on WOV.

Lafount Explains FCC Part in Blocking WOV Sale

Mr. Garey commented that the government agencies "can create difficulties but they can't straighten them out" in reading into the record a series of communications to Hugo Neri, who had written to OWI, OC and the FCC regarding his removal from the air. Elmer Davis, he said, wrote Mr. Neri that his office had no objection to his return to his former duties but that the matter had to be handled by Censorship. E. H. Bronson, OC, wrote his agency was in no way instrumental in Neri's removal and there was little his office could do. T. J. Slowie, FCC Secretary, wrote Mr. Neri the Commission's jurisdiction extended only to overall phases of station operations and the Commission was without power to issue the requested authorization.

Harold A. Lafount, former member of the Federal Radio Commission and general manager of the

(*Continued on page 66*)

REACH

MORE PEOPLE

MORE MONEY

MORE BUYING

than ever in the SALT LAKE MARKET over

KDYL

UTAH'S NBC STATION

National Representative JOHN BLAIR & CO.

MEET A "Lucky Belle" FROM BOOMTOWN Kansas

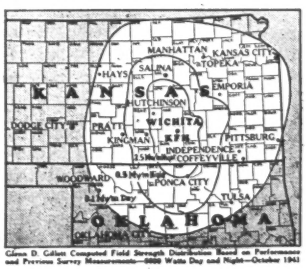
Hall-Gentry

Lucky Nancy Elaine Black is the daughter of Mr. and Mrs. John Black, Jr., both of whom are building a secure future for Nancy and all America in the huge Boeing Super Fortress plant in Wichita.

Sales Management says on page 90, August 1st . . . "Wichita, Kansas, after having been an outstanding High-Spot City for many months, but definitely below San Diego, IS NOW SHOOTING AHEAD AT A RATE WHICH, IF THE TREND CONTINUES, WILL CAUSE IT TO PASS THE GREAT COAST CENTER VERY SHORTLY."

Estimated Wichita retail sales exceeds all other cities in the Great Southwest, including Kansas, Oklahoma, Arkansas, Louisiana, Texas, New Mexico and Arizona except only Dallas, Ft. Worth, Houston and Shreveport!

Put Your Dollars Where They Count! Specify That Selling Station in Kansas' Biggest and Richest Market!



Glenn D. Gillett Computed Field Strength Distribution Based on Performance and Previous Survey Measurements—5000 Watts Day and Night—October 1941

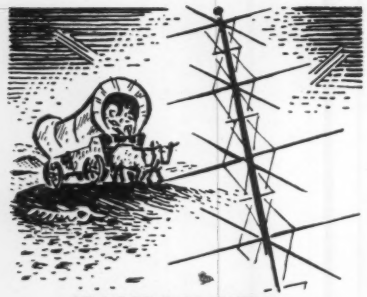
That Selling Station In Kansas' Biggest, Richest Market

K F H

WICHITA

CBS - 5000 Watts Day and Night

Call any Edward Petry Office.



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PIONEER
F M STATION

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Owned and Operated by
COMMERCIAL RADIO
EQUIPMENT COMPANY
Kansas City

Crossroads of the World, Hollywood, Calif.
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FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR

PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

CBS
KTUC
1400 KC
250 WATTS
TUCSON
ARIZONA
AFFILIATED WITH
THE ARIZONA NETWORK
KGY, Phoenix - KSUN, Bisbee-Lowell
REPRESENTED BY JOHN BLAIR & COMPANY

Civilian Populations of Metropolitan Counties

(*Continued from page 11*)

Metropolitan counties	Estimated civilian population, March 1, 1943	Estimated civilian population, April 1, 1940	Estimated change between April 1, 1940, and March 1, 1943		Total population, April 1, 1940
			Number	Percent	
Indianapolis Met. Co. (Marion Co., Ind.)	497,211	457,591	+39,620	+8.7	460,926
Jackson Met. Co. (Hinds Co., Miss.)	115,513	107,273	+8,240	+7.7	107,273
Jacksonville Met. Co. (Duval Co., Fla.)	252,360	210,143	+42,217	+20.1	210,143
Johnstown Met. Co. (Cambria Co., Pa.)	193,099	213,459	−20,360	−9.5	213,459
Kalamazoo Met. Co. (Kalamazoo Co., Mich.)	101,035	100,060	+975	+1.0	100,085
Kansas City (Mo.)-Kansas City (Kans.) Met. Cos. (Jackson Co., Mo.; Johnson and Wyandotte Cos., Kans.)	686,603	656,225	+30,378	+4.6	656,226
Knoxville Met. Co. (Knox Co., Tenn.)	186,380	178,468	+7,912	+4.4	178,468
Lancaster Met. Co. (Lancaster Co., Pa.)	175,490	212,504	−37,014	−17.4	212,504
Lansing Met. Co. (Ingham Co., Mich.)	123,285	130,616	−7,331	−5.6	130,616
Lincoln Met. Co. (Lancaster Co., Nebr.)	95,580	100,585	−5,005	−5.0	100,585
Little Rock Met. Co. (Pulaski Co., Ark.)	170,649	156,020	+14,629	+9.4	156,085
Los Angeles Met. Cos. (Los Angeles and Orange Cos., Calif.)	3,105,503	2,913,758	+191,745	+6.6	2,916,403
Louisville Met. Cos. (Jefferson Co., Ky.; Clark and Floyd Cos., Ind.)	501,649	451,350	+50,299	+11.1	451,473
Macon Met. Co. (Bibb Co., Ga.)	97,240	83,783	+13,457	+16.1	83,783
Madison Met. Co. (Dane Co., Wis.)	135,072	130,660	+4,412	+3.4	130,660
Manchester Met. Co. (Hillsborough Co., N. H.)	136,737	144,888	−8,151	−5.6	144,888
Memphis Met. Co. (Shelby Co., Tenn.)	383,078	358,151	+24,927	+7.0	358,250
Miami Met. Co. (Dade Co., Fla.)	300,043	267,739	+32,304	+12.1	267,739
Milwaukee Met. Co. (Milwaukee Co., Wis.)	770,258	766,769	+3,489	+0.5	766,885
Minneapolis-St. Paul Met. Cos. (Anoka, Hennepin, Ramsey, and Washington Cos., Minn.)	909,855	924,433	−14,578	−1.6	927,707
Mobile Met. Co. (Mobile Co., Ala.)	217,072	141,515	+75,557	+53.4	141,974
Montgomery Met. Co. (Montgomery Co., Ala.)	116,619	111,428	+5,191	+4.7	114,420
Nashville Met. Co. (Davidson Co., Tenn.)	266,362	257,267	+9,095	+3.5	257,267
New Haven Met. Co. (New Haven Co., Conn.)	485,605	484,316	+1,289	+0.3	484,316
New Orleans Met. Cos. (Jefferson and Orleans Parishes, La.)	581,090	544,510	+36,580	+6.7	544,964
New York-Northeastern New Jersey Met. Cos. (Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, and Westchester Cos., N. Y.; Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, and Union Cos., N. J.)	11,087,990	11,524,018	−436,028	−3.8	11,550,332
Norfolk-Portsmouth-Newport News Met. Cos. (Hampton, Newport News, Norfolk, Portsmouth, and South Norfolk cities; and Elizabeth City, Norfolk, Princess Anne, and Warwick Cos., Va.)	457,362	321,560	+135,802	+42.2	343,423
Oklahoma City Met. Co. (Oklahoma Co., Okla.)	265,490	244,159	+21,331	+8.7	244,159
Omaha (Nebr.)-Council Bluffs (Iowa) Met. Cos. (Douglas Co., Nebr.; Pottawattamie Co., Iowa)	306,061	313,442	−7,381	−2.4	314,318
Peoria Met. Cos. (Peoria and Tazewell Cos., Ill.)	201,156	211,736	−10,580	−5.0	211,736
Philadelphia Met. Cos. (Delaware, Montgomery, and Philadelphia Cos., Pa.; Burlington, Camden, and Gloucester Cos., N. J.)	2,973,730	2,953,124	+20,606	+0.7	2,956,296
Phoenix Met. Co. (Maricopa Co., Ariz.)	206,736	186,193	+20,543	+11.0	186,193
Pittsburgh Met. Cos. (Allegheny, Fayette, Washington, and Westmoreland Cos., Pa.)	2,114,935	2,126,769	−11,834	−0.6	2,126,801
Portland, Me., Met. Co. (Cumberland Co., Me.)	157,446	143,686	+13,760	+9.6	146,000
Portland, Oreg. Met. Cos. (Clackamas and Multnomah Cos., Oreg.)	491,510	412,229	+79,281	+19.2	412,229
Providence Met. Cos., (Bristol, Kent, Newport, and Providence Cos., R. I.)	664,696	676,389	−11,693	−1.7	680,853
Pueblo Met. Co. (Pueblo Co., Colo.)	73,579	68,870	+4,709	+6.8	68,870
Racine-Kenosha Met. Cos. (Kenosha and Racine Cos., Wis.)	152,727	157,470	−4,743	−3.0	157,552
Reading Met. Co. (Berks Co., Pa.)	225,317	241,884	−16,567	−6.8	241,884
Richmond Met. Cos. (Richmond city, Henrico Co., Va.)	243,975	235,002	+8,973	+3.8	235,002
Roanoke Met. Cos. (Roanoke city, Roanoke Co., Va.)	109,386	112,184	−2,798	−2.5	112,184
Rochester Met. Co. (Monroe Co., N. Y.)	419,141	438,188	−19,047	−4.3	438,230
Rockford Met. Co. (Winnebago Co., Ill.)	122,863	121,115	+1,748	+1.4	121,178
Sacramento Met. Co. (Sacramento Co., Calif.)	179,739	169,770	+9,969	+5.9	170,333
Saginaw-Bay City Met. Cos. (Bay and Saginaw Cos., Mich.)	202,505	205,449	−2,944	−1.4	205,449
St. Joseph Met. Co. (Buchanan Co., Mo.)	80,712	94,067	−13,355	−14.2	94,067
St. Louis Met. Cos. (St. Louis city, St. Charles, and St. Louis Cos., Mo.; Madison and St. Clair Cos., Ill.)	1,504,407	1,429,443	+74,964	+5.2	1,432,088
Salt Lake City Met. Co. (Salt Lake Co., Utah)	232,890	211,085	+21,805	+10.3	211,625
San Antonio Met. Co. (Bexar Co., Tex.)	412,176	315,800	+96,376	+30.5	338,176
San Diego Met. Co. (San Diego Co., Calif.)	379,719	276,079	+103,640	+37.5	289,348
San Francisco-Oakland Met. Cos. (Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Solano Cos., Calif.)	1,701,657	1,447,378	+254,279	+17.6	1,461,804
San Jose Met. Co. (Santa Clara Co., Calif.)	180,334	172,301	+8,033	+4.7	174,949
Savannah Met. Co. (Chatham Co., Ga.)	138,460	116,412	+22,048	+18.9	117,970
Scranton-Wilkes-Barre Met. Cos. (Lackawanna and Luzerne Cos., Pa.)	615,808	742,761	−126,953	−17.1	742,761
Seattle Met. Co. (King Co., Wash.)	606,308	503,353	+102,955	+20.5	504,980
Shreveport Met. Co. (Caddo Parish, La.)	132,463	150,203	−17,740	−11.8	150,203
Sioux City Met. Co. (Woodbury Co., Iowa)	73,636	103,627	−29,991	−28.9	103,627
South Bend Met. Co. (St. Joseph Co., Ind.)	165,645	161,823	+3,822	+2.4	161,823
Spokane Met. Co. (Spokane Co., Wash.)	169,217	162,620	+6,597	+4.1	164,652
Springfield, Ill. Met. Co. (Sangamon Co., Ill.)	115,232	117,912	−2,680	−2.3	117,912
Springfield, Mo. Met. Co. (Greene Co., Mo.)	87,445	90,541	−3,096	−3.4	90,541
Springfield, Ohio Met. Co. (Clark Co., Ohio)	98,621	95,647	+2,974	+3.1	95,647
Springfield-Holyoke, Mass. Met. Cos. (Hampden and Hampshire Cos., Mass.)	395,774	404,509	−8,735	−2.2	404,568
Stockton Met. Co. (San Joaquin Co., Calif.)	137,680	134,207	+3,473	+2.6	134,207
Syracuse Met. Co. (Onondaga Co., N. Y.)	267,279	295,108	−27,829	−9.4	295,108
Tacoma Met. Co. (Pierce Co., Wash.)	205,177	173,262	+31,915	+18.4	182,081
Tampa-St. Petersburg Met. Cos. (Hillsborough and Pinellas Cos., Fla.)	307,092	272,000	+35,092	+12.9	272,000
Terre Haute Met. Co. (Vigo Co., Ind.)	96,302	99,709	−3,407	−3.4	99,709
Toledo Met. Co. (Lucas Co., Ohio)	325,789	344,333	−18,544	−5.4	344,333
Topeka Met. Co. (Shawnee Co., Kans.)	85,957	91,247	−5,290	−5.8	91,247
Trenton Met. Co. (Mercer Co., N. J.)	195,768	197,318	−1,550	−0.8	197,318
Tulsa Met. Co. (Tulsa Co., Okla.)	208,119	193,363	+14,756	+7.6	193,363
Utica-Rome Met. Cos. (Herkimer and Oneida Cos., N. Y.)	255,879	263,163	−7,284	−2.8	263,163
Waco Met. Co. (McLennan Co., Tex.)	109,381	101,898	+7,483	+7.3	101,898
Washington, D. C. Met. Cos. (District of Columbia; Montgomery and Price Georges Cos., Md.; Alexandria city and Arlington Co., Va.)	1,181,347	919,632	+261,715	+28.5	927,056
Waterloo Met. Co. (Black Hawk Co., Iowa)	77,392	79,946	−2,554	−3.2	79,946
Wheeling Met. Cos. (Brooke, Marshall, and Ohio Cos., W. Va.; Belmont Co., Ohio)	211,070	234,431	−23,361	−10.0	234,431
Wichita Met. Co. (Sedgewick Co., Kans.)	189,910	143,311	+46,599	+32.5	143,311
Wilmington Met. Co. (New Castle Co., Del.)	187,646	178,483	+9,163	+5.1	179,562
Winston-Salem Met. Co. (Forsyth Co., N. C.)	115,858	126,475	−10,617	−8.4	126,475
Worcester Met. Co. (Worcester Co., Mass.)	476,229	503,481	−27,252	−5.4	504,470
York Met. Co. (York Co., Pa.)	176,039	177,971	−1,932	−1.1	178,022
Youngstown Met. Cos. (Mahoning and Trumbull Cos., Ohio)	363,875	372,566	−8,691	−2.3	372,566

Mutual Rebroadcasting Plan

(*Continued from page 9*)

...ct, may cause a decline in the ...rge "soap opera" audience, Mr. ...e Castro said. Using C. E. Hoop...r figures, he pointed out that dur... daytime hours 75 per cent of ...e radio homes have someone in ...e home who is a potential lis...ner. Of this 75 per cent, one ...ighth are found to be tuned to ...oap operas, one-eighth to the va...ous other programs broadcast ...ring the afternoon periods, and ...ree-fourths are not listening to ...eir radios at all, but could be. ...ese latter two groups are po...ential listeners to any recorded ...ersions of nighttime shows in the ...5 p.m. period, as well as to the ...oap operas. A new listener, at...racted to a new program on the ...al, often tunes to other stations, ...comes interested in a soap opera ...d joins that serial program's ...egular audience.

Listeners Attested

To back up this point, Mr. De Castro cited the Hooper figures for the *Breakfast at Sardi's* program when the BLUE placed that show on a coast-to-coast basis last September, Monday through Friday 11-11:30 a.m. The four soap operas, heard on other networks in the same period, gained an overall .6 in their ratings, even though the Hooper rating for *Breakfast at Sardis* climbed from 1.9 to 4.7. That same period, 11-11:30 a.m., also had had the record for the next to lowest number of sets-in-use between 10 a.m. and 6 p.m. in March, 1941, Mr De Castro said. Two years later, in March, 1943, when *Breakfast at Sardis*, (which is practically a "nighttime type of show", De Castro said) had been on seven months, the same period, 11-11:30 a.m., had the highest number of sets-in-use during the hours between 8 a.m. and 6 p.m.—certain proof of the new listeners such a popular show can attract.

Any advertiser who takes advantage of the Mutual daytime plan will be given the time free for his program for a 13-week period. The only expense will be to cover the minimum scale required by the American Federation of Radio Artists for use of its talent, in addition to the cost of the live music used, a necessary expense to avoid the AFM ban. At the end of the 13-week period, the advertiser is under no obligation to Mutual to buy the time he has used, but of course, can do so if the experiment has proved successful. Mutual reserves the right also to refuse a program which it feels is not of the "top" quality it wishes to present under this daytime plan.

War Contribution

Advertisers starting the Mutual plan in October will also be making a direct contribution to the war effort, as during the first full 13-weeks of this plan, all programs using this new "*Mutual Playhouse*" plan will be carrying special government messages replacing commercials ordinarily heard on nighttime versions.

At the beginning and end of each recorded program, Mr. De Castro said, the sponsor will be identified as presenting the broadcast by the company name, although the product promoted on the live version of the program will not be mentioned.

In conclusion, Mr. De Castro pointed out to BROADCASTING that the essential theory of Mutual's new daytime plan was recommended to American broadcasters in 1942 by Martin Codel, publisher of BROADCASTING, while he was in England. At that time [BROADCASTING, Oct. 19, 1942], Mr. Codel, in an article entitled "British Can Show Us How to Use Discs", said ". . . The repeat value at favorable hours of highly popular shows would be tremendous to the sponsor, who could buy repeat periods, and to the audience alike. Many a fan who has missed the Friday night *Information Please* program would be delighted if he knew he could hear it, as the British hear their *Brain Trust* program, during a Sunday-at-home afternoon, or perhaps during an otherwise unsaleable late evening hour any other night."

Comedy Writers Needed

SCARCITY of comedy writers was admitted as NBC's biggest worry by Clarence L. Menser, NBC New York vice-president in charge of programs, when on the West Coast recently. Some writers, Mr. Menser declared, are being incubated on small stations, but are not being developed fast enough to meet the steady increase in comedy shows. Colleges are no longer the fertile ground they used to be, he said. He added that NBC is revamping its Saturday morning schedule to showcase new programs and talent. As a member of the NBC post-war television planning committee, Mr. Menser completed a brief study of Hollywood film technical production operations and conferred with producers and directors on using film talent in television assignments.

Bird's Eye Food New CBS Account

New General Foods Program Features Dinah Shore

GENERAL FOODS Corp., New York, which has already announced its decision to expand the Kate Smith program from a half-hour to 55 minutes Oct. 1, at the same time shifting *The Adventures of the Thin Man* to Sundays 10:30-11 p.m., last week announced a new program starting on CBS Sept. 30 as the first network radio it has used to promote Bird's Eye Frosted Foods.

Slated for the full CBS network, the new series will feature Dinah Shore, well known radio songstress, and Cornelia Otis Skinner actress and monologuist, Thursday evenings, 9:30-10. This period is already filled with the *Stage Door Canteen* program, sponsored by Corn Products Refining Co., New York, which will move that show Oct. 1 to the Friday evening 10:30-11 spot on CBS.

A further change in the CBS-General Foods schedules will occur when the *Thin Man* moves into the Sunday 10:30-11 p.m. period, the first quarter-hour of which is currently occupied by William L. Shirer's newscasts for G-F's Grapenuts. Unable to find a suitable quarter-hour for the CBS commentator, G-F has decided to discontinue that series as of Oct. 3.

Young & Rubicam, New York, is the agency for the Kate Smith show (Jell-O), the new Bird's Eye series, and the Shirer program. Benton & Bowles, New York, handles *The Thin Man* for Sanka and Post Toasties, and C. L. Miller Co., New York, is the agency for *Stage Door Canteen*.

Still unsettled last week as BROADCASTING went to press were details on Ironized Yeast Co.'s plans to replace *Lights Out*, heard Tuesdays 8-8:30 p.m. on CBS, with *Big Town*, well known radio show formerly sponsored by Lever Bros. Co., Cambridge, Mass., and owned by Ruthrauff & Ryan, New York. R. J. Reynolds Tobacco Co., Winston-Salem, expects to shift around its CBS programs this fall, and Mennen Co., Newark, was also reported interested in taking the Monday 7:15-7:30 p.m. spot on CBS to sponsor Ed Sullivan in the interests of its shaving cream.

Ft. Wayne Bond Award

WOLF & DESSAUER, Ft. Wayne department store which has sponsored the BLUE cooperative series *Baukhage Talking* on WGL Fort Wayne, since last October, has received the Treasury Dept. star award, highest honor given by the department for the sale of war bonds and stamps. The store has sold almost $4,000,000 worth and is the third store to win the award, the other two being Marshall Field's in Chicago and John Wanamaker's in New York.

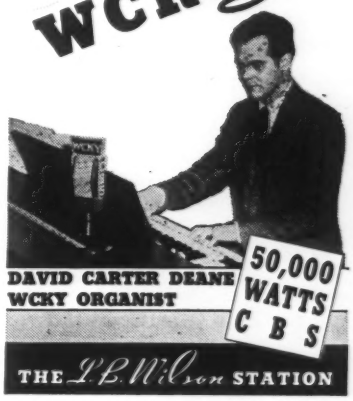
In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.



KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

WIBW has developed America's most successful radio selling technique — "reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

IT PAYS TO ADVERTISE ON THE SPOT ...with SPOTS!

JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

The TEXAS RANGERS now

Selling Department Store on WABI Bangor, Maine

...also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

Cox Investigation

(*Continued from page 63*)

Bulova-Lafount stations, testified Friday with Rep. Edward J. Hart (D-N. J.) presiding. Examination was handled by Hugh Reilly, senior attorney and assistant to Mr. Garey.

Questioned specifically about the proposed sale of WOV to the Mester brothers in 1942, Mr. Lafount said the first intimation he had that the FCC might not permit the transfer because of objections to Andrea Luotto, slated to become manager for the new owners, was when he received a letter from Chairman Fly enclosing a staff report. The letter and report, dated May 27, were read into the record. The data stated that letters had been received from officials of government agencies advising the Commision to prevent consummation of the proposed transfer. The report labeled Mr. Luotto as having "always been friendly to the Fascist regime". It continued that reliable sources reported that the Mester brothers, because of their complete inexperience in radio, have no real interest in management of a station and are interested in it solely as a financial venture.

Expressing his personal opinion that Mr. Luotto was and is a good citizen, Mr. Lafount said that at Mr. Luotto's request he arranged an appointment with Telford Taylor, then FCC General Counsel, in June 1942. Accompanied by Horace L. Lohnes, Washington attorney, Mr. Lafount said he visited Mr. Taylor and had a few minutes preliminary conversation with him. Mr. Taylor wanted to know why, since Mr. Luotto was not to be the licensee of WOV, he was concerned about the transfer.

Mr. Lafount testified that the application for dismissal of the tranfer of WOV to the Mester brothers was filed Aug. 12 after they had been informed that the transfer would be a long, involved process that might take a year or more.

Mr. Lafount's testimony concluded the New York portion of the Committee's hearing and the Subcommittee adjourned sine die at 3:30 p.m.

Jelke Returns Sept. 13

JOHN F. JELKE Co., Chicago (Good Luck margarine) beginning Sept. 13 will sponsor quarter-hour participation programs three to five times weekly for 26 weeks on each of the following stations: WBBM WFIL WXYZ KMBC WCAO WSPD WGY WHK WISH. More stations are to be added later. Agency is Young and Rubicam, Chicago.

HARRY C. HARVEY, chief engineer of KMOX St. Louis, is recovering at his home at Webster Grove, Mo., following a major operation.

Spaulding Uses Radio

A. G. SPALDING & BROS., Chicopee, Mass., pioneer sporting goods company, on Aug. 28 began its first network radio with sponsorship on an institutional basis of the quarter-hour NBC program *Babe Ruth in Person*. The program, heard Saturday mornings at 10:30, started on WEAF, NBC's New York outlet, June 5, and was shifted to the network July 3. Spalding will sponsor the question-and-answer session between Babe and his youthful studio audience on 28 NBC stations. Agency is Ferry Hanly Co., New York.

Barbe With Sesac

CHARLES M. BARBE, who formerly lectured for the British Ministry of Information and did special broadcasting for the BBC, has joined SESAC to handle all station relations in 10 of the central states. Mr. Barbe succeeded William L. Shirer as European representative of CBS in December 1940, reporting successively from Berlin, Rome, Berne and London. His previous radio experience includes operation of the experimental station at Culver Military Academy, after which he was connected with WFBM and WKBF (WIRE) in Indiana, and WPTE and WBIG in North Carolina. Mr. Barbe is also an organist and orchestra conductor.

WDAK Moved; On Air

REMOVAL of WDAK from West Point to Columbus, Ga. was completed Aug. 20, at which time the 250 watt station took the air from its new location. L. J. Duncan, General Manager, said the removal was completed in four days, including the dismantling of a 150 foot tower atop the General Tyler Hotel in West Point and its erection in Columbus. In adidtion to its MBS affiliation, the station announced full time affiliation with the BLUE effective Sept. 1. It operates full time on 1340 kc.

Carl H. Hazard

CARL HARWOOD HAZARD, 49, founder and president of Hazard Adv., New York, died at his home in New York, Aug. 23. Mr. Hazard organized the present agency in 1920. He had served previously with H. A. Metz Labs., and as sales and advertising manager of American Synthetic Color Co. He leaves a wife and daughter.

in the CONTROL ROOM

BILLY HAIRE, formerly assistant chief engineer of the Tobacco Network (WRAL WGTM WGBT WFNC WGTC), has resigned to join the Civil Air Patrol. Billy Burwell has joined the transmitter crew, and James Oliver has been added to the control room staff.

CLARE TAYLOR, engineer at WGAR Cleveland, is the father of a boy.

HERBERT G. COLE, who suffered a severe pneumonia attack while serving in the Navy as a chief petty officer, has been given a medical discharge and has returned to WSBT South Bend, as chief engineer.

BOB ZWEEK has left the transmitter force of WNLC New London, Conn., for a major operation. He plans to enter the Armed Service later. John Hillman has been called to active duty in the air corps, of which he was a reserve. New additions to the transmitter staff are Bill Kimball and Clayton Howard.

CHARLES KING has joined the transmitter staff of WIBW Topeka, Kans.

PHIL RYDER, KPO San Francisco engineer, has started training with the Army Air Forces.

JAMES W. GWYNN, engineer and asst. supervisor of studio operation at WHO Des Moines, died recently at the Mayo Clinic, Rochester. Gwynn was 38 years old and a member of the WHO staff since 1924.

H. C. REDMAN, formerly of KFAC Los Angeles, has joined KFWB Hollywood, as transmitter technician.

HENRY E. GOLDENBERG, chief engineer of WHB Kansas City, Mo., has been named vice president of Kansas City section of the Institute of Radio Engineers.

ALBAN HATZELL has resigned from the engineering staff of WAOV Vincennees, Ind., to take a position with the OWI.

HARRY KOWALSKI, maintenance engineer at KYW Philadelphia, has been shifted to the KYW Building, replacing Norman Deakyne, resigned. Charles Leimbach, veteran maintenance engineer of KYW, has been promoted to senior engineer.

CLIFF FRASER, WICC Bridgeport, Conn., is the father of a girl.

NORRIS HITE, new to radio, has joined WHOP Hopkinsville, Kentucky with operating staff.

Not Blue Sky---

BUT . . .

COVERAGE
PROGRAMMING
MERCHANDISING
RESULTS

. . . Keep WHCU the leader in twelve rich central New York counties!

870 KC WHCU CBS
ITHACA, N. Y.

Symphony Officials Plan Discussions With AFM on Lifting of Recording Ban

NEW DISCUSSIONS designed to work out a lifting of the recording ban of the American Federation of Musicians may get under way in the near future between AFM executives and the officials of the country's major symphony orchestras, who are concerned over the loss of revenue formerly derived from royalties on their recordings.

This phase of the recording problem was first raised by Marshall Field, president of the New York Philharmonic-Symphony Orchestra, several weeks ago [BROADCASTING, Aug. 9] when he asked for an immediate revocation of the ban on symphonic recordings in a letter setting forth the conditions on which his organization would cooperate with the AFM in the presentation of free symphonic concerts in small cities whose residents are generally unable to attend concerts given by major orchestras.

Petrillo's Reply

In his reply to Mr. Field's letter, agreeing to all of the conditions, James C. Petrillo, AFM president, wrote: "The question of lifting the ban on recordings is aside from the question of giving the proposed concerts. If you desire at any time to meet with our International Executive Board and discuss the recording matter, I will be very happy to make an appointment for you to appear before them. You may rest assured that the AFM will at no time do anything to hurt the orchestral associations of this country, for we know the difficulties under which they are working.

"In your communication you state that you 'have the word of Army and Navy officers, as well as civilian officials in Washington, that the continuance of recording is necessary for the maintenance of military and civilian morale.' For your information, the AFM is making records and transcriptions free of charge any time they request same. We have even gone so far recently as to offer to permit our members to make records for juke boxes, provided the servicemen do not have to put a nickle in the juke boxes to hear the records or dance to them."

In his acknowledgment of this letter, Mr. Field, whose stand on recordings has been approved by a dozen other major symphony orchestras, wrote thanking Mr. Petrillo for his "invitation to appear before the International Executive Commitee in respect to our concern about the income we have been receiving and hope to receive from records. At some convenient date I should like very much to get together with two or three orchestras, who are also concerned, and appear at a meeting of the Board if this can be arranged."

Free Concerts

Responsibility for making arrangements for the proposed free concerts has been passed from the national union to the locals in the cities in which the various orchestras are located, it was reported last week. In New York, officials of Local 802 said that laying out the itinerary, making arrangements for a place and time to appear in each community, arranging for transportation of the men and instruments, and all the other details is a sizable job, but that it was being worked out and that they hoped to be able to announce the schedule of concerts sometime this week.

Standard Brands Launch New Vitamin Promotion

STAMS, the multi-vitamin and mineral tablet introduced by Standard Brands Inc. in February of this year, will be promoted in new areas, and on a more extensive scale starting Sept. 6. The new campaign, entails large space purchases in daily newspapers and Sunday feature sections, as well as network and spot radio.

Withdrawing from the middle section of the country, where Stams were first launched via radio Feb. 28, the coming drive will cover the West Coast, the Northeastern area and the Mountain states. Announcements will be used on a varying basis on 85 stations in these areas. Drive consists of spots on individual stations, and sectional cut-in announcements on the Standard Brand-NBC shows.

Food for Freedom Campaign Begun

REPRESENTATIVES of food advertisers, advertising agencies and media gathered in New York and Chicago last week to hear government officials outline for them the Food Fights for Freedom educational program of the War Food Administration [BROADCASTING, Aug. 23].

Attended by 600, the New York meeting, which was held Thursday, was called by the WFA, the OPA, the OWI and the War Advertising Council, to explain to business leaders their role in bringing to the nation an awareness of food as a vital weapon of war. A similar meeting, with a number of the same speakers, was held in Chicago on Aug. 24, and another is scheduled for San Francisco, Aug. 30.

Palmer Hoyt, OWI director of domestic operations, presided. He and Marvin Jones, War Food Administrator, discussed public misconceptions on food production and distributon, which the campaign will seek to displace with actual facts. Chester Bowles, OPA general manager, expressed his faith in the campaign as a means for securing the voluntary cooperation of the people in respect to pricing and rationing problems.

Promotional phases of the campaign were presented by Vernon Beatty, WFA advertising director, and by Charles G. Mortimer Jr., vice-president of General Food Sales Co., and coordinator on food campaigns for the WAC. Specific suggestion for promotion via radio and other media, and factual background on the food picture were made available in the form of two newly released presentations: "A Call to Action,"—a campaign guide prepared by the War Advertising Council in cooperation with the OWI and the OPA; and "Food Fights for Freedom", a factual booklet prepared for the use of various media by the Office of Program Coordination, the OWI, the WFA and the OPA.

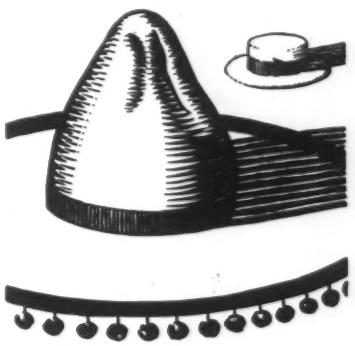
AFRA WILL DISCUSS MERGER WITH AGMA

DISCUSSION at the American Federation of Radio Artists' national convention, scheduled Aug. 28-29 at the Hotel Ambassador, Chicago, was expected to revolve around the proposed merger of AFRA with the American Guild of Musical Artists, a move approved "in principle" earlier last week by the AFRA national board as well as by members of the union's New York local. Plan was suggested by Lawrence Tibbett, president of both unions.

Consolidation of the two unions was the first business slated to come up on yesterday's (Aug. 29) agenda, and AFRA officials in New York last week seemed to be of the opinion that delegates to the convention would give their approval to the move.

BEST RADIO BUY IN BALTIMORE!
WCBM
AND THE BLUE NETWORK
John Elmer, President
Geo. H. Roeder, Gen. Manager
FREE & PETERS, Exclusive National Rep.

for Greater COVERAGE



LEHIGH
VERTICAL
RADIATORS
LEHIGH STRUCTURAL STEEL CO.

"You see, Ma'am, most people advertise over WFDF Flint Michigan to make money—I'm not so good at it myself."

FOR THE
"World's Best Coverage of the World's Biggest News"
UNITED PRESS

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City

WATL
COVERS ATLANTA AT LOWEST COST
1600 KC MBS
Represented by SPOT SALES Inc.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

AUGUST 21 TO AUGUST 27 INCLUSIVE

Decisions . . .

AUGUST 23

NBC New York—Granted extension authority transmit programs to CMX Havana.

AUGUST 24

WJW, Akron—Designated for hearing application to assign CP from Akron Broadcasting Co. (formerly WJW Inc.) to The WJW Co.; designated for hearing mod. license to change name of licensee (WJW Inc.) to The Akron Broadcasting Co.

KPQ, Wenatchee, Wash.—Granted extension completion date for new transmitter, antenna; increase power, change frequency.

WCBI, Columbus, Miss.—Granted assignment of license from Birney Imes Sr. to Birney Imes Jr. No money involved. Imes Sr. granted power to act for son till his discharge from the Army.

KFAR, Fairbanks, Alaska—Denied authority conduct tests for 10 days on 610 kc, 10 kw, between midnight and 4 a.m.

AUGUST 26

WBEZ, Chicago—Granted license cover CP for new non-commercial educational station.

Applications . . .

AUGUST 23

WNAC, Boston—License cover CP for power increase, DA-N, change equipment, move transmitter.

Pacific Agricultural Foundation, San Jose, Cal.—Move main studio San Jose to San Francisco.

AUGUST 25

W8XAL, Cincinnati—Extension special experimental authorization to operate 1 kw transmitter on 6080 kc, 1 kw, A-O and A-1 emission, identification purposes only, used with WLWK, WLWO, to Nov. 1, 1944.

WSAV, Savannah—Transfer control to Harben Daniel and Catherine Murrey Daniel through transfer of 32 shares stock from E. E. Murrey Sr. to Catherine Murrey Daniel.

AUGUST 26

WTBO, Cumberland, Md.—Acquisition of control by Aurelia S. Becker through purchase of 50 shares of stock from Leon E. Pamphilon. CP change 820 kc to 1450 kc and hours limited to unlimited.

World Publishing Co., Omaha—CP for new FM station on 45,500 kc, coverage, 11,660 sq. mi.

KFJI, Klamath Falls, Ore.—Involuntary transfer control from John A. Kincaid to George Kincaid, executor of Will of John A. Kincaid (64% of stock).

KVOS, Bellingham, Wash.—Mod. CP for change in frequency, new transmitter, power increase, DA and move, for power decrease from 1 kw to 250 w, using present antenna and transmitter at licensed site; extension commencement, completion dates.

Network Accounts

All time Eastern Wartime unless indicated

New Business

42 PRODUCTS Inc., Los Angeles (hair oil, shampoo), on Oct. 15 starts for 52 weeks, *What's the Name of That Song?* on 16 Don Lee California stations, Fri., 8:30-9 p.m. (PWT). Agency: Hillman-Shane-Breyer Inc., Los Angeles.

GROVE LABS., St. Louis (proprietary), on Sept. 6 starts for 26 weeks, commentary on 22 Don Lee Pacific stations, Mon. thru Fri., 12:15-12:30 p.m. (PWT), with rebroadcast on 11 Don Lee stations, 1-1:15 p.m. (PWT). Agency: Russel M. Seeds Co., Chicago.

FOLGER COFFEE Co., San Francisco, has started *Breakfast at Sardi's* on 13 Pacific Coast BLUE stations, Sat., 9:30-9:45 a.m. Agency: Raymond R. Morgan Co., Hollywood.

GENERAL FOODS CORP., New York (Bird's Eye Frozen Foods), on Sept. 30 starts *Dinah Shore-Cornelia Otis Skinner* on full CBS, Thurs., 9:30-10 p.m. Agency: Young & Rubicam, N. Y.

PRINCE MATCHABELLI Inc., New York (Stradivarius and other perfumes), on Oct. 10 starts *Paul Lavalle's orchestra* with Stradivari violins on 52 NBC stations, Sun., 12:30-1 p.m. Agency: Morse International, N. Y.

F. W. FITCH Co., Des Moines (shampoo and hair tonic), on Sept. 8 starts *Band wagon* on 142 BLUE stations, Wed. 9:30 p.m. Agency: L. W. Ramsey Co., Davenport, Ia.

DUBONNET Corp., New York (Dubonnet wines), on Sept. 4 starts *Dubonnet Time With Xavier Cugat* on 80 BLUE stations, Sat., 11-11:30 a.m. (repeat, 1:30-2 p.m.). Agency: William H. Weintraub & Co., N. Y.

CREAM OF WHEAT Corp., Minneapolis (cereal), on Sept. 25 starts *Let's Pretend* on 119 CBS stations, Sat., 11:05-11:30 a.m. Agency: BBDO, Minneapolis.

Renewal Accounts

S. C. JOHNSON & SONS, Racine, Wis. (Johnson's wax), on Sept. 28 resumes *Fibber McGee & Molly* on 128 NBC stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

SHERWIN-WILLIAMS Co., Cleveland (paints), on Nov. 28 resumes *Metropolitan Auditions of the Air* on 155 BLUE stations, Sun., 4:30-5 p.m. Agency: Warwick & Legler, N. Y.

SPRECKLES SUGAR Co., San Francisco (institutional), on Sept. 20 renews for 12 weeks, *I Was There*, on 7 CBS Pacific stations, Mon., 9-9:30 p.m. (PWT). Agency: J. Walter Thompson Co., San Francisco.

ROMA WINE Co., Fresno, Cal. (wines), on Sept. 2 renews for 13 weeks *Roma Show* on 89 CBS stations, Thurs., 8-8:30 p.m., with West Coast repeat, Thurs., 9:30 p.m. (PWT). Agency: McCann-Erickson, San Francisco

PROCTER & GAMBLE, Cincinnati (Dreft Shampoo), on Aug. 28 resumes *Abie's Irish Rose* on 125 NBC stations, Sat., 8-8:30 p.m. Agency: H. W. Kastor & Sons, Chicago.

PABST SALES Co. Chicago, has renewed *Blue Ribbon Town* on 107 CBS stations for 26 weeks, beginning Sept. 25. Program is broadcast Saturday evenings from 10:15 to 10:45, instead of 10:15 to 10:30 as previously reported. Agency is Warwick & Legler, Hollywood.

Network Changes

BALLARD & BALLARD Co., Louisville (Obelisk Flour), on Sept. 1 discontinues Tues., 8:15-8:30 a.m., and adds Sun., 9:30 am. to *Renfro Valley Folks* on 16 CBS stations Tues thru Fri., 8:15-8:30 a.m., at the same time expanding Fri. from 8:15-8:30 a.m. to 8:15-8:45 a.m. Agency: Henri, Hurst & MacDonald, Inc., Chicago.

ELGIN NAT'L WATCH Co., Elgin, Ill., on Sept. 4 adds 4 CBS stations to *The Man Behind the Gun*, making a total of 65 CBS stations, Sat., 7-7:30 p.m. Agency: J. Walter Thompson Co., N. Y.

E. I. DU PONT de NEMOURS Co., Wilmington, Del. (institutional), on Sept. 6 shifts *Cavalcade of America* on 63 NBC stations, Mon., 8:30-9 p.m., West Coast repeat, 8:30-9 p.m. (PWT), from New York to Hollywood for 4 weeks. Agency: BBDO, N. Y.

Time Is Short To Replace
ENGINEERING PERSONNEL!

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—IF you have limited license holders on your engineering staff . . .

—IF you are employing non-draftable men and women with limited technical experience . . .

. . . then CREI spare-time training in Practical Radio Engineering can help solve your technical personnel problems . . . increase the efficiency and ability of your engineering staff. We offer a planned program of technical training that equips limited license holders for more important tasks . . . enables you to train others to pass license tests for *dual work* during the emergency.

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Outline your technical manpower problems. We will furnish you complete data and outline of the CREI course of training which applies to your particular set-up. No obligation, of course—write today; to—

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WANTED

PROGRAM DIRECTOR

REGIONAL 5 KW, CBS STATION, OHIO AREA

Must be fully qualified, draft exempt, with experience in program direction and supervision, capable of handling top announcing when required, and of training and supervising new employee replacement. Real opportunity for one who can qualify.

BOX 193, BROADCASTING

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

Help Wanted

Wanted—First, Second, or Third Class Operator. Experience not essential. Apply Box 238, BROADCASTING.

Wanted—Announcer Disc Jockey by Metropolitan Network Station. Please give age, draft status and salary requirements. This is not a draft replacement. Box 219, BROADCASTING.

Announcers—Several experienced ad lib men will find permanent spots with a 10,000 watt full time independent, this month. Opportunities are unlimited. The station is WIBG, Philadelphia. Nearby applicants apply in person. Others send ETs and photos.

ENGINEER—First or second class license. Good salary and ideal working conditions. In reply state draft status, experience, starting salary required and when available. WBIR, Knoxville, Tennessee.

ANNOUNCER — Experienced. For right man we offer permanent position, good salary and pleasant working conditions. WBIR, Blue-Mutual, Knoxville, Tennessee.

Announcer—Experienced, sports and news programs, continuity writing, draft exempt, good salary—send references and audition transcription. WSAP, Portsmouth, Virginia.

ENGINEER—First class, draft exempt, good maintenance man—steady position, give full details. WSKB, McComb, Mississippi.

Wanted—Transmitter Engineer. Write or call WCLO. Janesville, Wisconsin.

Wanted—First class engineer, who will also be able to take over Chief Engineer job around January first. Draft exempt, or over 38. WSYB, Rutland, Vermont.

Wanted—Announcer. Experience not essential. Advise personal details Box 239, BROADCASTING.

ENGINEER—For 5 KW Indiana station. Must hold radiotelephone field license. In reply state education, experience, age and draft status. Replies confidential. Box 237, BROADCASTING.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 236, BROADCASTING.

Announcer—Permanent position with 5 kw. regional network station for draft deferred, experienced man. Box 235 BROADCASTING.

ANNOUNCER—Experienced man for live network affiliate in New England. Opportunity to develop originality, versatility. Give all details first letter. WLLH, Lowell, Mass.

Wanted—Aggressive, dependable salesman to sell and service local and regional accounts for southern network station. 15% commission to the right man or woman who has ideas and can produce business. Liberal drawing account. Give references. Box 231, BROADCASTING.

Well-Equipped—Vermont station has opening for experienced announcer-program director. Daytime independent. Plenty work. Excellent experience. Pay enough to NET $25.00 per week over cost of living (hotel board and room). Or, could use newly trained man of good natural qualifications. Contact L. E. Squier, WDEV, Waterbury, Vt.

Announcers—Engineers, control operators, continuity writers, salesmen. The 4th District Meeting of NAB, Asheville, N. C. September 3-4 will display names and qualifications all persons interested securing employment with any 81 Southeastern stations represented there. Details experience, age, draft status, education, date available, salary desired, should be concisely stated. Include small photo if available. Write John M. Rivers, Grove Park Inn, Asheville, N. C.

Situations Wanted

Staff Musicians—Man, age 44, wife, playing violin, piano, organ, cello, sax, vibraharp. Have solovox. Radio experience. Union. Assist other work. Keshner, 504 Perry Street, Vincennes, Indiana.

Station Manager—Excellent background; 15 years radio and newspaper experience. Qualified in all departments, sales, programming, management and promotion. Married with family. 3A. Now employed, manager 5 k.w. station. Available September 15th. Box 233, BROADCASTING.

OPPORTUNITY—For constructive ability. Eighteen years experience; sales, promotion, publicity, public relations, announcing, writing, production, management. Desire congenial, honest connection with unlimited future. Petersen, 1061 West Gage, 44, Los Angeles.

First Class Engineer—Experienced, age 25, 4-F, desires permanent, responsible position as Chief with well-equipped small station. Fully competent, can assume complete charge operation and maintenance. Box 229, BROADCASTING.

Radio Engineer—Desires position as Chief Engineer. Assistant Chief of 5 KW station for last two years. Want permanent position. Living quarters preferred. Married, one child. No combination job wanted. Box 228, BROADCASTING.

Announcer—4F, married desires midwestern location. State full particulars in first letter. Box 227, BROADCASTING.

Announcer-Program Director—Seven years experience with major stations. Twenty-seven years old. 4-F. Available immediately. Box 226, BROADCASTING.

Announcer—Deferred. 3½ years radio experience including acting, writing, production. Box 225, BROADCASTING.

Radio Writer Wanted—To apprentice ambitious young man with all-around radio experience. Deferred. Box 224, BROADCASTING.

BILL ALYNN—Available for your announcing staff. Draft deferred. Recent disc on request. Box 223, BROADCASTING.

CHIEF ENGINEER — Available shortly. Graduate radio engineer, 29, 300,000 miles travelled. Ten years experienced Marine, Airways, International Radiotelephone, all phases Broadcast radio. Licensed Radio Instructor. Data waiting. Box 222, BROADCASTING.

EXPERIENCED ANNOUNCER—In commercial broadcasting. Have had three years of college radio training. In addition, experienced in writing and directing. Draft status 4F. Wanted immediate placement. Bob Lashbrook, 1508 North Dearborn, Indianapolis, Indiana.

Ready For Radio?—Does four years' experience in advertising and sales promotion—first for a large department store and then for a well known manufacturer—qualify this young man for a job in radio? Can the knowledge of merchandising he gained—handling trade advertising, publicity, and promotion for a famous product—be put to work for you? Will someone help this pre-Pearl Harbor father get into the work he's always wanted—radio? Box 240, BROADCASTING.

Wanted to Buy

BROADCAST STATION EQUIPMENT—250 watt transmitter and other station equipment including vertical radiator. Give description and price. Box 230, BROADCASTING.

Wanted—One KW transmitter. Box 221, BROADCASTING.

Wanted to Buy—250-watt transmitter together with complete station equipment. Box 234, BROADCASTING.

Closed Circuit Rally

CLOSED CIRCUIT broadcast was made from Washington on Mutual Aug. 25, 4:15-4:25 p.m., to motion picture exhibitors all over the country by representatives of the Treasury Department and the motion picture industry in behalf of the Third War Loan Drive to begin Sept. 9. Emcee was Francis Harmon, vice president, War Activities Committee of the motion picture industry. Speakers were Ted R. Gamble, national director of the War Finance Division, Treasury Department, and L. C. Griffith, War Activities Committee.

Howells Join WKNY

TEAMWORK spells success for Ruth Howard and Bob Howell (Mr. and Mrs.) who have joined WKNY Kingston, N. Y. as director of women's programs and station manager, respectively. She conducts the same type morning program on WKNY that she formerly ran with WJJD Chicago and WMCA New York. Bob Howell was previously with WNLC New London, Conn, and WELI New Haven. Together they write the WOR New York quiz show *It Pays to be Ignorant*, heard Mondays at 7:30 p.m. for Piel's Beer.

For Sale

FOR SALE—Three Lapp Insulators No. 8695 and center tension insulators for same. Box 220, BROADCASTING.

1 RCA 892 Tube, 1 RCA 905, 1 RCA Faradon condenser. Type UC 3097-K. .0005 MFD. Radio, Box 2389, Roanoke, Va.

Col. Roosevelt Back

COLONEL Elliott Roosevelt, second son of the President, who was identified with the Texas State Network and KFJZ before he reported for active duty in the Army Air Forces early in the war, last week was in Washington on temporary assignment at Army Air Force Headquarters. With the Photo Reconnaissance Wing, Northwest African Air Forces, since the campaign started there last winter, Col. Roosevelt continuously had been on duty in that area until he reported in Washington last week. The department did not announce his assignment, but it is understood it was related to photographic work of the air forces.

Newsmen in Forum

PARTICIPATING in the press and radio forum, Sept. 9, at the wartime conference of the Associated Press Managing Editors' Associaion in the Drake Hotel, Chicago, Sept. 8-11, will be Stanley Barnett, *Cleveland Plain Dealer*, chairman; W. J. McCambridge, president of Press Association; Paul W. White, news director, CBS; William F. Brooks, director of news events, NBC; Adolph Opfinger, program manager, MBS; Major General Alexander D. Surles, director of the U. S. Army Press Relations Office; and Capt. Leland P. Lovette, director, public relations, U. S. Navy.

ELECTRIC BOAT Co. is using daily five-minute programs on WNLC New London, Conn., to recruit workers.

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Radio Awards Made Permanent In Alfred I. du Pont Memorial

Mrs. duPont's Foundation Endows Three Annual Prizes for Enlarging Influence of Radio

FORMAL ANNOUNCEMENT of a change in scope and format of the Alfred I. duPont radio awards, whereby three awards of $1,000 each will be presented annually—one to the station that develops on a nationwide or world-wide basis the most influential service, one to the station most effective within its legitimate community or territory, and one for the commentator whose work during the year is deemed most distinguished—was made last week by Jessie Ball duPont, widow of the industrialist. Mrs. duPont established the awards a year ago in memory of her husband.

Fulton Lewis jr., MBS news commentator, and KGEI, international shortwave station operated at San Francisco by General Electric Co., were the first award winners.

Permanent Foundation

Together with the announcement, Mrs. duPont made public the trust agreement establishing the radio awards foundation on a permanent basis. Certified facsimiles of the foundation agreement are being furnished all stations and commentators for permanent reference and information.

W. H. Goodman of Jacksonville was named secretary of the Committee of Awards. The Committee will comprise five members. They will be: (1) A representative of a national woman's organization; (2) a non-commercial, non-political affiliate of radio and broadcasting industry; (3) a nationally prominent educator; (4) a nationally prominent expert on public opinion and national affairs; (5) a representative of the Alfred I. duPont Estate interests.

Mr. Goodman, in an announcement accompanying the trust agreement, pointed out that the foundation is now established upon a "perpetual, funded basis which assures an uninterrupted continuity of these annual awards". He said the awards for 1943 would be made during the early part of 1944, probably during March.

'Enlarging Influence'

In order that the judges may have adequate time for proper consideration of all entries, he stated, it will be necessary for all nominations and supporting data to be received by him on or before December 31, 1943. It was stated that material submitted would not be returned and it was requested that only copies of valuable papers or documents be used and that these be as condensed as possible for convenient examination.

"We sincerely hope that the assured permanency and increased scope of these annual awards will merit the continued interested and active cooperation of the radio industry and that the Alfred I. duPont Radio Awards Foundation will be successful in its efforts to contribute to the continued growth and prosperity of this great source of communication so vital to the welfare of our nation," Mr. Goodman said.

The Florida National Bank of Jacksonville was named the trustee, with Mrs. duPont the donor.

The trust agreement sets forth that the awards are established because of the "enlarging influence upon American thought and life" exercised by radio through its services, not only through entertainment and information and instruction, but in the "deeper spiritual consequences of strengthened morale, integrity of attitude, and fidelity to ideals, as particularly exemplified in periods of national crisis." The donor, it was set forth, wishes to establish "an enduring set of such awards in memory of her husband * * * hoping thereby to perpetuate his profound interest in science and industry, and his unwavering devotion to the welfare of his country and of humanity."

Award Provisions

The trust created, it was stated, is irrevocable and perpetual and is formally described as "Alfred I. duPont Radio Awards Foundation". Net income, it is specified, will be for the purpose of presenting the three cash awards in accordance with these provisions:

"(a) The two Alfred I. duPont Radio Station Awards shall be conferred in each calendar year to two radio stations in the continental United States for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively. One of the radio stations selected to receive an award shall be representative of the group of larger radio stations possessing broadcasting facilities above the average from the standpoint of power and range of coverage. The other radio station selected to receive an award shall be representative of the group of smaller radio stations in relation to the power and range of broadcasting facilities. Each radio station award, however, shall be of equal size, dignity and merit, for performance within these respective fields of endeavor.

"(b) The Alfred I. duPont Radio Commentator Award shall be conferred in each calendar year to one individual, who shall be a citizen of the United States, in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

Awards in March

The awards will be made during March for the preceding calendar year unless, because of unforeseen conditions or circumstances, it is impracticable to make the presentation at that time. In that event the awards will be presented at the earliest possible date and in any event within the succeeding three months.

The Committee of Awards is authorized to promulgate rules and regulations from time to time as to the method and basis of selection of the winners of the awards and their presentation. In the event the purposes for which the foundation was established change materially due to progress and development in radio, or for any other reason cease to exist because of obsolescense or otherwise, it is provided that the trustees shall apply to the court to have the trust agreement judicially construed.

Drawn for BROADCASTING by Sid Hix

"She Won't Turn a One of Them Off—Three Different Stations Are Phoning Listeners and Doling Out Dough for Correct Answers!"

PHILCO MAY TAKE ON TOWN MEETING

DISCUSSIONS on the possibility of a sponsor for the BLUE program *America's Town Meeting of the Air*, heard Thursday, 8:30-9:30 p.m., have been re-opened, and the attitude of Town Hall officials is far more favorable to the idea than it was several years ago, when the plan was rejected. Question was brought up at a recent meeting of the board of directors, but no definite decision was reached at that time.

If the idea materializes, this would be the only commercial network forum of its kind on the air. Chief problem has been the assurance that sponsorship would in no way jeopardize the program's reputation as an independent public forum. Philco Corp., Philadelphia, is reported to be interested in sponsoring the series.

CBS Lists Time Given To War Effort Messages

CBS WAR EFFORT programs for the first half of this year totaled 8,412 broadcasts or 10,237 different items, network's research dept. reported last week. During the 181-day period, 45.8% of total sponsored operating time was devoted to some phase of the war. Commercial programs account for 864 hours, sustaining for 845 hours.

New York outlet for CBS, WABC, devoted all or part of 11,099 broadcasts to war messages during the same period. Station sustained 1,055 hours, and commercial hours given to war effort totaled 637.

Sherwin-Williams Back

SHERWIN-WILLIAMS Co., Cleveland, sponsor for nine years of *Metropolitan Auditions of the Air*, is resuming the series Nov. 28 for its fifth season on the BLUE, using 155 stations, the largest network so far scheduled for the auditions. Heard Sunday afternoons, 4:30-5, the program will again feature Wilfred Pelletier's orchestra and offer the winning singers at the end of the 16-week season $1,000 music-study scholarships and a contract with the Metropolitan Opera Co. Agency is Warwick & Legler, New York.

WDAK Joins Blue

WDAK Columbus, Ga., will join the BLUE as a supplementary station to the Southcentral group, effective Sept. 1, or as soon as lines become available. With the addition of WDAK, the BLUE will have a total of 166 affiliates. Operating fulltime on 250 watts, 1340 kc., WDAK is owned by the Valley Broadcasting Co. Evening hour rate will be $80.

Night TIME IS *harvest* TIME FOR WLW!

C. E. Hooper's Mid-Winter Report reveals WLW's impressive dominance in its wide mid-western Rural Area at night. On 22 out of 27 nationally rated nighttime shows, WLW delivers greater than the national rating. In many cases, the WLW Rural Rating is nearly *double* the Mid-Winter National Hooperating.

Hooper's study is, we believe, the first rural coincidental telephone survey in the history of radio. A total of 49,810 telephone calls were made in 218 rural communities (a total of 247 rural exchanges). In every town where there were more than 170 rural telephones, Hooper called every rural number listed, and in many counties, every rural home with a telephone was surveyed.

The harvest is bountiful with the farm audience of nearly six million when you are on WLW. Glance to the right for your share of the crop.

WLW DELIVERS

63.7%*

of all farm listening at night IN 218 RURAL COMMUNITIES OF OUR PRIMARY AREA

*A weighted average which does not represent the size of our audience in any one rural area.

For specific program rural ratings, call one of these offices and ask to see a copy of Hooper's Mid-Winter Report:

NEW YORK: Circle 6-1750 CHICAGO: State 0366
CINCINNATI: CHerry 1822

WLW

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